

Basic data

Firmographic data

Goals

What do they want to achieve?

Needs

What do they need and how urgent?

Specifics & Attributes

What specifics do they have in relation to your offer?

Situation

What is their business situation and market environment?

Buying motivations

Why would they buy?

TARGET CUSTOMER

Decision & buying process

How and who is taking the buying decision?

Problems, challenges

Which of their problems do your products solve?

Buying barriers:

Why wouldn't they buy?

Research behavior:

How do they obtain the necessary information?