

B2B Buyer Persona Template

This is an extra resource to go along with the original article:
[How to Generate B2B SaaS Leads When You Have Low to No Budget](#)

Photo (*from stock library*):

Persona Name: _____

Age: _____

Quote: _____

Gender: _____

Location: _____

Education Level: _____

Job Title: _____

Experience: _____

Industry: _____

Company Size: _____

Business Model: _____

Average Annual Revenue: _____

Daily Responsibilities: _____

Reports To: _____

Communication Preference: _____

Works With: _____

Supervises: _____

Individual Goals: _____

Individual Frustrations: _____

Size of Team: _____

Team Goals: _____

Team Frustrations: _____

Role in Buyer Process: _____

Top Pain Points/ Challenges: _____

Top Objections to Purchase: _____

Reasons to Purchase: _____