

B2B Customer Persona Template

This is an extra resource to go along with the original article:

[Creating B2B Customer Personas for Your SaaS](#)

Here's a template to help you craft your B2B customer persona:

Basic Demographics:

Include basics such as age range, gender, location, job title, and industry.

B2B Customer Problem:

What are your B2B customer's top pain points?

Fellow Stakeholders:

Who are the other decision-makers that you may need to convince?

Reassurances:

What reassurances does your customer need to make the decision to buy your product?

B2B Customer Objections:

What prevents your customer from buying your product?

B2B Customer Fears:

What is the customer afraid will happen as a result of buying your product?

Preferred Social Media Channels:

What social media channels does your B2B use?

Trust:

Who does your B2B customer trust, and where do they go for this information?

Preferred Keywords:

What keywords does your customer use to describe their pain or need?

B2B Customer Values:

What's most important to your customer?
