




+ LeadMD BUYER PERSONA EXERCISE

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I. Persona Exercise

Buyer Persona 1: Competitive Colin			
	<p>Competitive Colin crushes it for BD, the largest medical device company on the Eastern coast. President's Club, Rookie of the Year, and a second nomination for President's Club catapulted Colin into the driver seat of BD's sales-VP was in his title on his 38th birthday. Colin is an assertive firstborn that has a deep appreciation for challenges. He thrives on being in control, is goal oriented, and subconsciously stays on the lookout for methods of completing tasks.</p>		
Involvement	Interaction	Intimacy	Influence
Activities:			
<p>Colin runs a tight ship, and has disdain for whiners. However, he sees the lack of results in his sales team</p> <ul style="list-style-type: none"> • Visits the site one to two times per month • Spends about 10 to 15 minutes browsing • Primarily uses search to find products • Browses the tech gadgets category • Seems to purchase at the physical retail locations • 10% of the time, Colin is referred from a third-party review site 	<ul style="list-style-type: none"> • Reads company blogs about products • Commented on blog posts three times in the past six months • Reads customer reviews 	<ul style="list-style-type: none"> • Text analysis shows that the few comments • Colin makes tend to show favorable sentiment • Text analysis of the reviews Charlie reads includes both favorable and unfavorable reviews of the product • Text analysis of the views on third-party review sites, particularly the site that refers Charlie on occasion, tend to be slightly less favorable 	<p>Question: What can your solution do for me?</p> <p>Basic purchasing demographics show that Colin is most likely male, 35 to 45, with moderate to high income</p>
Pains	Source	Wants	Attitude
<ul style="list-style-type: none"> • Sales pipelines rarely extend beyond 60 days • They've become completely dependent upon marketing for leads • There is no effective solution for follow up 	<p>Colin doesn't find LeadMD.com. His minions do... via online buzz (message boards, advertising, blogs, etc). They distill and present info to Colin, who will give a quick A.D.D. glance over the info to verify it's claims.</p>	<p>Colin's team has sought to address their problems with no tangible luck.</p> <p>NEEDS: Accomplishment</p>	<ul style="list-style-type: none"> • Use of Time: Disciplined, fast paced • Question: What can your solution do for me? • Approach: Provide options, probabilities, and challenges

Buyer Persona 2: _____



Blank space for notes or description of the buyer persona.

Involvement	Interaction	Intimacy	Influence
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Activities:

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Buyer Persona 3: _____



Involvement

Interaction

Intimacy

Influence

Activities:

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Buyer Persona 4: _____



Blank space for notes or a description of the buyer persona.

Involvement

Interaction

Intimacy

Influence

Activities:

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