How do I develop a persona for a B2B customer?

If you are selling to a business customer (B2B) you need to develop a persona for the buyer in that business:

**Step 1:** Figure out who their business customer is. Find examples of real companies you can sell to. Try to determine the name of an owner or someone in management who might be in charge of purchasing (depending on size of company).

Suggested Resources/Databases:

- *Customer websites.* Do the websites indicate anything about company culture? Is there information about the person you may be selling to?
- *DemographicsNow.* Demographic data tied to geography.
- *IBISWorld.* Look at industry reports for your target customer – what issues are important in that industry? What is the buyer going to care about?
- *Trade Journals.* Review articles in trade journals in your customer's industry. What are buyers in this industry caring about? What trends are affecting them? What types of solutions are these customers looking for?

**Step 2:** After doing a scan of potential customers, understanding their industry and demographics, develop a persona that represents that group. You will have to make decisions and choices. Get specific about who this buyer is demographically.

**Step 3:** Research the psychographic, values, habits, media usage and trends to further develop your understanding of this persona and how it could affect your strategy for reaching this buyer. Keep in mind that you are selling a business product but you need to appeal to the human side of the buyer as well.

Suggested Databases/Resources:

- *Mintel, Simmons Oneview, Social Surveys and Polls, Demographics Now (Mosaic Comparisons)*