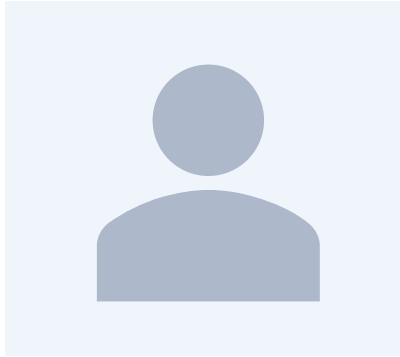


BUYER PERSONA WORKSHEET TEMPLATE



PERSONA PHOTO

QUOTATION
NAME
AGE
GENDER
LOCATION
OCCUPATION
JOB TITLE
HIGHEST LEVEL OF EDUCATION
ANNUAL INCOME

GOALS AND MOTIVATIONS

SALES OBJECTIONS

CHALLENGES AND OBSTACLES

SOURCES OF INFORMATION
BOOKS
BLOGS
CONFERENCES
EXPERTS
MAGAZINES
WEBSITES

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.