

Customer Profile B2B

Business Name:

Notes:

Date:

Version:

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1. Target Market Segment / Sector	5. Background of decision maker(s)	8. Decision Criteria	Persona
2. Relevant products / services	6. Profile and behaviours of decision makers	9. Needs / problems to be solved	
3. Relevant Target Organisations		10. Success factors	
4. Role of decision makers	7. Expectations / Needs of decision makers	11. Gains / benefits	