

BUSINESS SENSE

Next Level Tools for Entrepreneurs & Small Business Owners



MARKETING SERIES

B2B/Customer Persona Template

Persona 1	Persona Name: [Insert your primary persona's name here & picture]
Quote	What would they say about your product?
Position Information	[Insert information about a prototypical B2B persona. Title, role in the business & buying process, personal success targets, reporting structure.]
Organization Priorities	[Where are they spending their time? Habits, Interests, Values, Likes, Dislikes]
Goals (Pain Point)	[What drives your persona to action? Why would they be looking for you in the first place?]
Challenges	[What are the major roadblocks getting in the way of your persona reaching their goals? Why would they not buy your product?]
Solution Provided	[Why would someone choose to buy from you?]
What sources do they use to collect information and make decisions?	[Who and what do they go to for information and validation?]

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Business Sense is a no-fluff source of information that gets right to the heart of what small business owners need: essential tools and informational resources to help their businesses grow. Written by our team of business coaches, this series shares their decades of experience in areas such as financials, operations, sales and marketing, human resources, leadership, and governance. Business Sense is designed to provide entrepreneurs and small business owners in various sectors, including agriculture, forestry, waste management, renewable energy, and environmental technology, with recommendations and practical advice to help their businesses not only survive but thrive.

Our business management coaching and Business Sense Resource Guide are designed to accelerate the growth of the enterprises we work with and expand the leadership capacity of the entrepreneurs who own and manage these businesses.

Let Us Help You and Your Business

The Vermont Sustainable Jobs Fund provides tailored business management coaching, entrepreneurial support, and training to position Vermont-based entrepreneurs and small business owners in our designated market sectors for growth and long-term success. We partner with state government, private sector businesses and nonprofit organizations to build a thriving economic, social and ecological future for Vermont. Learn more at VSJF.org



Vermont Sustainable Jobs Fund

Accelerating Sustainable Economic Development

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