

WHAT MARKETERS NEED TO GET THE

BUYER PERSONA CONVERSATION

STARTED WITH:

Sales

WHY *Sales?*

~ **THE BEST PLACE TO START** building your buyer personas is your Sales department. No one knows the makeup of a customer better than the people who work with them day in and day out. But getting the conversation started takes more than just scheduling a meeting.

First, you must get to know the Sales perspective and be able to present your department's efforts and goals in a language they can relate to. You will need to bring strategies and questions to the conversation that will resonate best with them — *and you will find those right here.*

With the right information and approach, you can extract the key elements you need from Sales to develop the framework to start creating your personas and buyer journeys.

UNDERSTANDING *Salespeople*

HOW THEY THINK

- Focus on immediate results
- Measure success day-by-day
- Favor experience over data

WHAT MOTIVATES THEM

- Generating revenue
- Reaching and surpassing quotas early
- Maintaining sales momentum

WHAT BOTHERS THEM

- Wasted efforts on dead-end prospects
- Pushing products or services that don't reflect market needs
- Long turnaround time for sales collateral

BRING DATA



Salespeople are driven by their own, albeit limited, personal experiences and are less likely to be impacted by big-picture data. Since the latter is what fuels marketers, there is a gap between the two teams. Looking for where the two perspectives intersect is the first step to bridging that gap.

Bringing the right data to the table will allow you to dive right into the heart of the conversation.

1.

Bring the **percentage of completed sales** that Marketing influenced to show your involvement.

2.

Compile stats that show the current pipeline of deals that Marketing is **participating in**.

3.

Assemble the **lead volume** trends and **conversion rates** over the past 12 months.

4.

Present an overview of **current and upcoming strategies and campaigns**:

Trade shows, webinars, whitepapers, case studies, blog campaigns, eBooks

TIP:

Showing Sales the valuable role Marketing plays in getting results will build a bridge that makes it easier to collaborate on this project. Salespeople may be hesitant to take time away from customers to meet with you, so show them the value of your department and prove this is a great use of their time.

CHECK IN

MEET WITH YOUR SALES TEAM to see how they view your department. This can reveal opportunities to redirect Marketing's efforts toward more tangible results. It will also set the stage to discuss the benefits of your campaigns and the need for buyer personas and journeys.

Here are some great questions to **ask Sales** to get the conversation rolling:

1.

What marketing activities do you, personally, see driving the **most qualified leads**?

2.

What do you think Marketing **should be doing more of**? What do you suggest we **stop doing or scale back on**?

3.

How do you think Marketing's efforts can **be of even greater value** to the Sales team?



TIP: Take the pulse of your Sales team to ensure that your goals are aligned and you are marketing to the right people. While you may have different motivators and experiences, it is always good to remember that you are both seeking to engage the same audience.

UNDERSTAND CUSTOMERS

Knowing more about the why and how of individual sales paints a picture of your target audience, their needs, and their unique positions.

SUCCESS & FAILURE

SUCCESS

1. Think of a great lead you got: What made it **so successful**?

FAILURE

2. Think of a lead that was a total waste of time: Why **didn't it pan out**?

YOUR UNIQUE OFFERING

WHY PEOPLE BUY

1. What specific need is your product or service **fulfilling**?
2. What is it about **you** that makes people **want to buy from you**?
3. Does a certain approach **consistently prove successful**?

OVERCOME OBJECTIONS

Salespeople deal with objections constantly, and understanding the "why" behind them will ground your buyer personas.

Let's Make a Deal

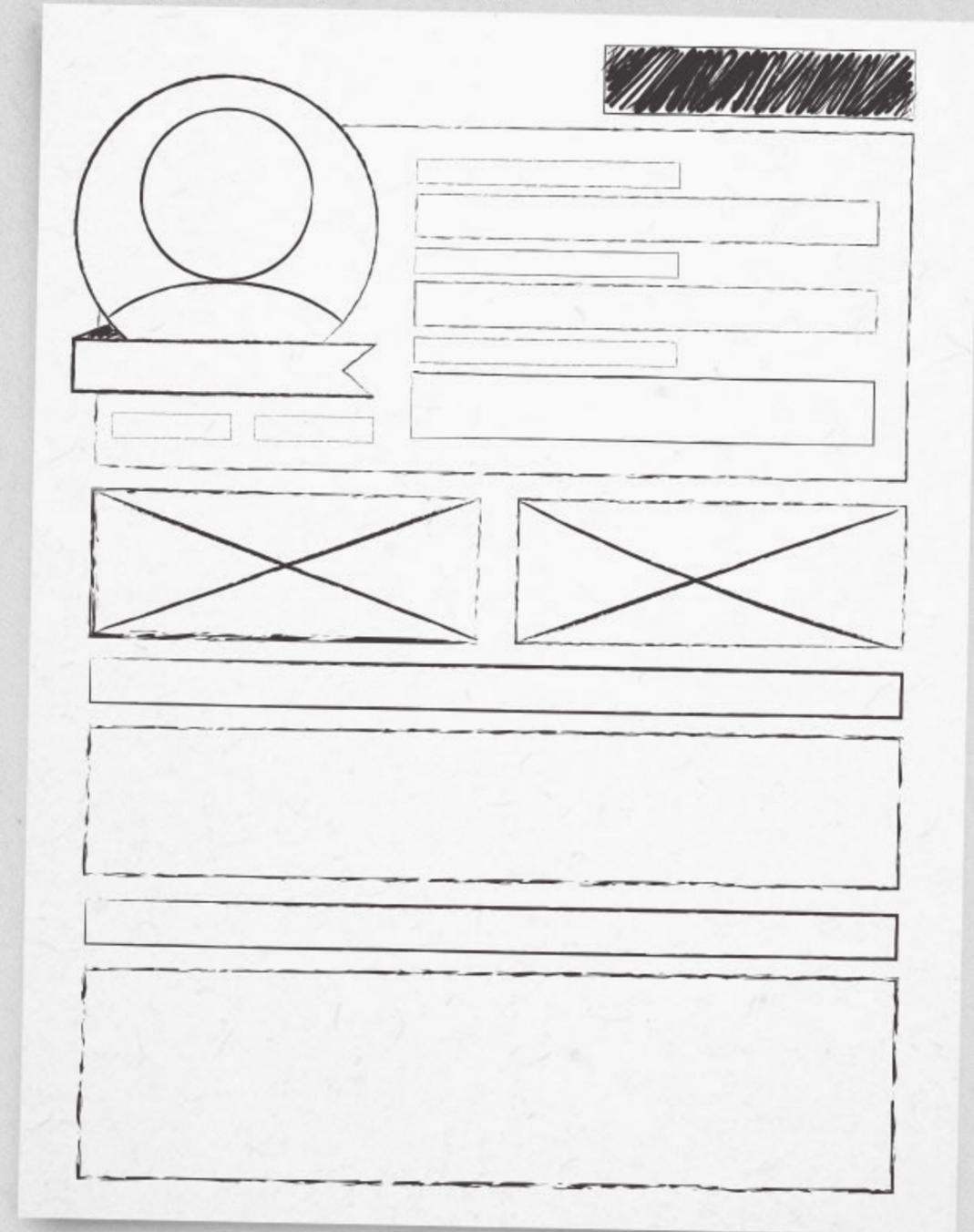
- 1.** Think of a deal that you thought would come in, but then you lost last minute. **Who or what stopped it?**
- 2.** What are the **top 3-5 objections** that your prospects have and why?
- 3.** What assets can Marketing create that would help to **overcome those objections?**

NOW WHAT?

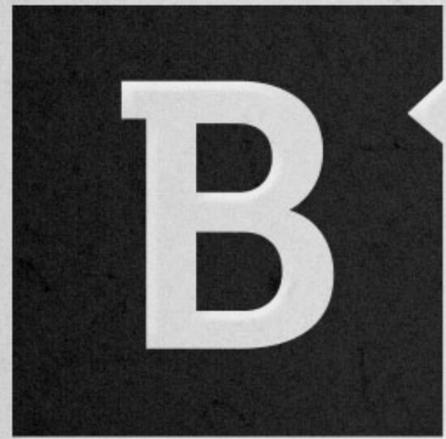
~ **USING THIS FRAMEWORK,** interview your top-producing salespeople. Find the most common threads within their answers and share them with both Sales and Marketing leadership to ensure continuity and accuracy. With their feedback, you will have a strong starting point for creating each persona.

Next steps...

- Survey customers
- Interview account management/customer support
- Compile and create polished assets to share findings
- Share assets with internal teams
- Review personas quarterly



WANT TO LEARN MORE? Check out our webinar, *How to Make Effective Buyer Personas: The Key to Audience Engagement and Content Marketing Success* — on demand at www.brafton.com



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