

Blackblot® PMTK

B2B Buyer Persona



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Table of Contents

1.	INTRODUCTION	4
1.1.	DOCUMENT OBJECTIVE	4
2.	MARKET PROBLEM AND OPPORTUNITY	5
2.1.	SECTION OBJECTIVE	5
2.2.	MARKET PROBLEM	5
2.3.	MARKET OPPORTUNITY	5
3.	B2B BDM BUYER PERSONA: [NAME OF PERSONA]	5
3.1.	SECTION OBJECTIVE	5
3.2.	PERSONA NAME	5
3.3.	BUYER TYPE	5
3.4.	JOB TITLE/ROLE	5
3.5.	INDUSTRY	6
3.6.	COMPANY SIZE	6
3.7.	LOCATION	6
3.8.	AGE RANGE	7
3.9.	EDUCATION LEVEL	8
3.10.	BUDGET OVERSIGHT	8
3.11.	GOALS	9
3.12.	CHALLENGES	9
3.13.	DECISION-MAKING BEHAVIOR	9
3.14.	PREFERRED CONTENT FORMATS	9
3.15.	TECHNOLOGY AND TOOL PREFERENCES	9
3.16.	KEY MARKETING MESSAGES	10
3.17.	INFLUENCERS AND DECISION-MAKING TEAM	10
3.18.	PERSONA QUOTE	10
4.	TDM BUYER PERSONA: [NAME OF PERSONA]	10
4.1.	SECTION OBJECTIVE	10
4.2.	PERSONA NAME	10
4.3.	BUYER TYPE	11
4.4.	JOB TITLE/ROLE	11
4.5.	INDUSTRY	11
4.6.	COMPANY SIZE	11
4.7.	LOCATION	11
4.8.	AGE RANGE	11
4.9.	EDUCATION LEVEL	11
4.10.	BUDGET OVERSIGHT	12
4.11.	GOALS	12
4.12.	CHALLENGES	12
4.13.	DECISION-MAKING BEHAVIOR	12
4.14.	PREFERRED CONTENT FORMATS	12
4.15.	TECHNOLOGY AND TOOL PREFERENCES	12
4.16.	KEY MARKETING MESSAGES	13
4.17.	INFLUENCERS AND DECISION-MAKING TEAM	13
4.18.	PERSONA QUOTE	13
5.	SUPPORTING DATA	14
5.1.	SECTION OBJECTIVE	14
5.2.	ASSUMPTIONS	14
5.3.	RESEARCH INFORMATION	14
5.4.	PRODUCT DIAGRAM/ARCHITECTURE	14

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1. Introduction

1.1. Document Objective

This document describes the business-to-business (B2B) buyer persona.

<Comment: Personas are a set of fictional, representative user archetypes with well-understood skills, attitudes, environment, behavior patterns, and goals.

For each product, or sometimes for each set of features within a product, there is a small set of personas, one of whom is the primary focus for the product design or product marketing activities.

This document outlines the B2B buyer persona, a key decision-maker in a business purchase, capturing their goals, challenges, behaviors, and properties.

The customer, consumer or company, is the entity that takes financial responsibility for purchasing the product.

The buyer is the entity that decides to obtain the product. The user is the entity that interacts with the product.

In a B2B scenario, the customer is often a company, and the user and buyer are often company employees.

According to the Blackblot® PMTK methodology, the BDM and TDM are the two types of buyers to consider in a B2B scenario.

The Business Decision Maker buyer (BDM buyer) is the person who has the ultimate decision-making power to purchase a product or not.

The BDM buyer is typically concerned with the product's positive impact on employee productivity, cost optimization, and revenue growth.

The BDM buyer is focused on the product's VALUE.

The Technology Decision Maker buyer (TDM buyer) is the person who has the authority to decide what technology will be used by the company to do work or to develop products.

The TDM buyer is typically concerned with the product's reliability, simplicity, scalability, performance, ease of installation, integration challenges, and the level of technical support the product's vendor offers.

The BDM buyer is focused on the product's COMPATIBILITY with existing technologies, technical systems, staff knowledge, and technical support norms.

The Business Decision Maker (BDM) usually does not use products, but the Technology Decision Maker (TDM) often does.

Note that buyers may not be users, and buyers may have different goals than users.>

2. Market Problem and Opportunity

2.1. Section Objective

This section describes the market problem the product aims to solve and the resulting market opportunity.

2.2. Market Problem

<Identify and justify the specific market problem. Explain any other interlinking market problems.>

<Comment: The market problem is a "consumer" or "product" or "technology" problem in the target market. The market problem is a situation (difficulty) that exists in the target market and requires change.

- Consumer Problem – A marketplace situation where consumer needs remain unsatisfied (B2C). The solution to a consumer problem is a whole product.
- Product Problem – An industry situation where product requirements are unmet (B2B). The solution to a product problem is a product component.
- Technology Problem – Challenges in applied science. The solution to a technology problem is scientific research.>

2.3. Market Opportunity

<Provide a statement detailing the specific market opportunity. Size and substantiate the market opportunity as much as possible. Document the assumptions and facts that validate and justify the market opportunity. Explain any other interlinking market opportunities.>

<Comment: The market opportunity is a lucrative, lasting, and sizable market problem. Market Opportunity = Market Problem + Volume + Duration + Earning Potential.>

3. B2B BDM Buyer Persona: [Name of Persona]

3.1. Section Objective

This section describes the BDM buyer persona.

3.2. Persona Name

<Enter a fictional and memorable name for the BDM buyer persona.>

<Comment: Examples of fictional and memorable BDM buyer persona names include Strategic Sarah, Visionary Vanessa, and Profit Patrick.>

3.3. Buyer Type

The Business Decision Maker (BDM) is focused on organization-wide improvement, productivity, and cost reduction.

3.4. Job Title/Role

<Enter the job title for the BDM buyer persona.>

<Comment: Examples of BDM buyer persona job titles include Chief Executive Officer (CEO), Chief Operating Officer (COO), Vice President of xxx, and Business Unit Manager.>

3.5. Industry

<Enter the company's industry the BDM buyer persona is part of.>

<Comment: Examples of technology industries include hardware, software, internet, telecom, and cellular communications. Traditional industries include automotive, banking, pharmaceuticals, bio-tech, military, instrumentation, healthcare, hospitality, and light manufacturing.>

3.6. Company Size

<Enter the company size and description, with numerical data, the BDM buyer persona is a part of.>

<Comment: Examples of company sizes include small, mid-sized, enterprise-level, and multinational corporations. The suggested company size scale is:

- *Small Business* – Typically has 1–50 employees, generates less than US\$10 million in yearly revenue, and has a valuation under US\$50 million. These companies operate with a limited workforce, often focusing on localized or niche markets.
- *Mid-Sized Business* – Employs 51–500 people, earns between US\$10 million and US\$1 billion annually, and has a valuation ranging from US\$50 million to US\$1 billion. These businesses demonstrate structured operations and a significant presence, often expanding regionally or nationally.
- *Enterprise-Level Business* – Characterized by a workforce of 501–5,000 employees, yearly revenues exceeding US\$1 billion, and valuations above US\$1 billion. These organizations have complex hierarchies and extensive market reach, frequently operating nationally or internationally.
- *Multinational Corporation* – Exceeds 5,001 employees, generates annual revenues well over US\$1 billion, and typically boasts valuations in the multibillion-dollar range. These corporations operate with subsidiaries and offices across multiple countries, serving diverse and expansive markets.>

3.7. Location

<Enter the company's location descriptor and the primary geographical regions where the company operates or markets.>

<Comment: Following is a suggested scale for location descriptors:

- *Local Business* – Operates within a single city, town, or small geographic area, serving a localized customer base.
- *Regional Business* – Functions within a specific region, such as a state, province, or group of neighboring areas, catering to a broader audience.
- *National Business* – Operates nationwide, delivering products or services to customers nationwide.
- *International Business* – Extends operations to multiple countries, typically focusing on a few key international markets.
- *Global Business* – Operates worldwide, with a presence across continents, serving diverse markets and maintaining multinational operations.

Following is a suggested scale for common geographical locations and regions:

- *North America – Includes countries like the United States, Canada, and Mexico.*
- *South America – Brazil, Argentina, Colombia, and Chile are key countries.*
- *Europe – Includes countries like the United Kingdom, Germany, France, Italy, and Spain. Regions often noted include Western Europe, Eastern Europe, Scandinavia (e.g., Sweden, Norway, Denmark), and the Balkans.*
- *Asia – Major countries include China, India, Japan, South Korea, and Indonesia. Southeast Asia (e.g., Vietnam, Thailand, Malaysia) and Central Asia (e.g., Kazakhstan) is also significant.*
- *Africa – Key countries include South Africa, Nigeria, Kenya, and Egypt. Regions often cited include Sub-Saharan Africa, North Africa, and East Africa.*
- *Australia and Oceania – Includes Australia, New Zealand, and Pacific Island nations.*

Following is a suggested scale for key economic regions:

- *European Union (EU) – A major trading bloc covering 27 European member states.*
- *Middle East – Includes countries like Saudi Arabia, the UAE, Israel, and Turkey.*
- *BRICS Nations – Brazil, Russia, India, China, and South Africa, are significant for emerging market opportunities.*
- *G7 Countries – U.S., U.K., Canada, Germany, France, Italy, and Japan, representing leading advanced economies.*
- *APAC (Asia-Pacific) – Includes East Asia, South Asia, and Oceania.*
- *EMEA (Europe, Middle East, and Africa) – A common grouping for marketing and operational purposes.*
- *AMER (Americas) – Often divided into North America, Central America, and South America. >*

3.8. Age Range

<Enter the age range of the BDM buyer persona.>

<Comment: Suggested age range scale for the BDM buyer persona is:

- *20-29 Years – Early Career Professionals (entry-level or rising managers; rare for executives).*
- *30-39 Years – Emerging Executives (department heads, junior executives).*
- *40-49 Years – Mid-Level Executives (directors, VPs, experienced leaders).*
- *50-59 Years – Senior Executives (C-suite, board members, highly experienced leaders).*
- *60-69 Years – Veteran Executives (mentors, advisors, late-stage leaders).*
- *70+ Years – Retired Executives (consultants, emeritus roles, or board positions).>*

3.9. Education Level

<Enter full details on the education level, academic, and professional certifications of the BDM buyer persona.>

<Comment: Suggested education scale for a BDM buyer persona is:

- *Bachelor's Degree – Standard qualification in Business Administration, Marketing, Finance, or Economics.*
- *Master of Business Administration (MBA) Master's Degree – Highly valued for strategic or senior BDM roles, focusing on leadership and business strategy.*
- *Master's Degree – Specialized in International Business, Sales Leadership, or Market Analysis.*
- *Doctorate Degree (Ph.D.) – Relevant for BDMs in highly specialized fields like academia, research, or niche industries. Common in roles requiring deep expertise or thought leadership, such as consulting or strategic development.*
- *Professor or Academic Expertise – Rare but highly influential, especially for BDMs leveraging academic insights in specialized industries. Typically combines teaching, medical, research, and advisory roles.*
- *Professional Certifications – Sales or business certifications like Certified Sales Professional (CSP). Industry-specific certifications, such as IT or real estate, are tailored to the target market. Leadership or negotiation training, e.g., Harvard's Negotiation Mastery or Dale Carnegie programs.*

3.10. Budget Oversight

<Enter the budget oversight range for the BDM buyer persona. The budget range indicates the estimated purchasing authority of the BDM buyer persona.>

<Comment: Suggested budget oversight scale for a BDM buyer persona is:

- *US\$0-US\$10,000 – Limited purchasing authority for smaller initiatives, tools, or pilot projects. Common for junior or early-career BDM buyers focused on low-risk spending.*
- *US\$10,001-US\$50,000 – Moderate purchasing authority for small-scale projects, software subscriptions, or vendor contracts. Typical for mid-level BDM buyers managing team-specific budgets.*
- *US\$50,001-US\$100,000 – Larger purchasing authority for departmental initiatives, strategic tools, or marketing efforts. Common for experienced BDM buyers with greater influence on project outcomes.*
- *US\$100,001-US\$500,000 – High purchasing authority for organization-wide initiatives, large vendor contracts, or high-value tools. This sum range is typical for senior BDM buyers or those in strategic industries with significant project responsibility.*
- *US\$500,001-US\$1,000,000 – Oversight of substantial budgets for major corporate initiatives, partnerships, or high-stakes investments. Relevant for BDM buyers in leadership roles or large-scale enterprises.*
- *US\$1,000,001-more – Executive-level purchasing authority for large capital expenditures, mergers, or strategic partnerships. Typically granted to BDM buyers with board-level influence or operating in high-value sectors.*

3.11. Goals

<Describe the BDM buyer persona goals.>

<Comment: The BDM buyer persona goals typically include improving organizational productivity, reducing operational costs, increasing market share, and driving revenue, profitability, and business growth.>

3.12. Challenges

<Describe the current organizational challenges the BDM buyer persona is faced with.>

<Comment: The challenges the BDM buyer persona encounters typically include balancing projects with budget constraints, navigating company-wide change management, and identifying solutions that drive measurable value.>

3.13. Decision-Making Behavior

<Describe how the BDM buyer persona makes buying decisions and the role the BDM buyer persona plays in the corporate procurement process.>

<Comment: The BDM buyer persona is typically the final decision-maker for major organizational investments.

The primary consideration of the BDM buyer persona is the return on investment (ROI).

The BDM buyer persona weighs risks carefully, considering financial, operational, and reputational factors while evaluating vendor credibility and the solution's scalability.

Though technical specifics are less of a concern, ease of implementation and minimal disruption to business operations are important to the BDM buyer persona.

In corporate procurement, the BDM buyer persona plays a leadership role by identifying organizational needs and allocating resources to address them.

BDM buyer personas oversee vendor selection.

With authority over high-level decisions, the BDM buyer persona provides final purchase approval and often justifies investments to senior leadership.

Post-purchase, the BDM buyer persona monitors outcomes to ensure the solution delivers on its promises, measuring success through metrics like cost savings, productivity improvements, or revenue growth.>

3.14. Preferred Content Formats

<Describe the BDM buyer persona's preferred content formats for product and vendor information.>

<Comment: The BDM buyer persona preferred content formats typically include business case studies, whitepapers, return-on-investment (ROI) calculators, success stories, non-technical product overviews, and conferences.>

3.15. Technology and Tool Preferences

<Describe the BDM buyer persona's preferred technology and tool preferences.>

<Comment: The BDM buyer persona typically has limited direct involvement or preferences in specific technologies or tools but seeks reports on their effectiveness and business impact. The BDM buyer persona may request dashboards summarizing productivity or cost metrics.>

3.16. Key Marketing Messages

<Describe marketing messages that most likely resonate with the BDM buyer persona.>

<Comment: The typical marketing messages that would likely best resonate with a BDM buyer persona include data and case studies on how the product promoted organizational efficiency, cost reduction, employee productivity, business goal attainment, and revenue growth.>

3.17. Influencers and Decision-Making Team

<Describe individual influencers (people) and corporate roles that could advise and influence the BDM buyer persona and may the decision-making process and the buying decision.>

<Comment: The BDM buyer persona relies on a network of influencers and advisors within the organization, including Technology Decision Makers (TDMs), who assess technical feasibility and integration, and financial leaders, such as Chief Financial Officers (CFOs), who analyze cost implications.

Operational managers provide insights into workflow alignment and practicality, while procurement teams ensure compliance with corporate policies and vendor reliability.

Additionally, legal advisors review contracts to mitigate risk, and end-users or department heads contribute feedback on usability and relevance to their specific needs.

This collaborative input shapes the BDM buyer persona perspective, guiding their buying decision to ensure the chosen solution aligns with organizational goals while addressing cross-functional requirements.>

3.18. Persona Quote

<Enter a BDM buyer persona quote that summarizes their need.>

<Comment: Examples of a BDM buyer persona quote include:

- "My company needs a project management platform that enables real-time collaboration across global teams, automates task assignments, and provides detailed progress tracking to ensure deadlines are met."
- "My company needs an artificial-intelligence-driven (AI-powered) Customer-Relationship-Management (CRM) software that analyzes customer interactions, predicts sales trends, and automates follow-ups to boost client engagement and increase our sales pipeline efficiency."
- "My company needs a cyber-security solution that proactively detects network and Internet threats, protects sensitive data from breaches, and offers comprehensive compliance reporting to meet regulatory standards in our industry."

4. TDM Buyer Persona: [Name of Persona]

4.1. Section Objective

This section describes the TDM buyer persona.

4.2. Persona Name

<Enter a fictional and memorable name for the TDM buyer persona.>

<Comment: Examples of fictional and memorable TDM buyer persona names include Technology Tom, Integration Ian, and Reliability Rachel.>

4.3. Buyer Type

The Technology Decision Maker (TDM) is focused on the product's technical features, capabilities, attributes, and measures of reliability, simplicity, integration, installation, and scalability.

<Comment: TDM buyer personas prioritize solutions that align with technical goals like seamless integration and long-term scalability.>

4.4. Job Title/Role

<Enter the job title for the TDM buyer persona.>

<Comment: Examples of TDM buyer persona job titles include Chief Technology Officer (CTO), Information Technology (IT) Manager, Software Architect, and System Architect.>

4.5. Industry

<Enter the industry of the TDM buyer persona.>

<Comment: See examples and scales in the corresponding section of the BDM buyer persona.>

4.6. Company Size

<Enter the company size description backed by numerical data for the TDM buyer persona.>

<Comment: See examples and scales in the corresponding section of the BDM buyer persona.>

4.7. Location

<Enter the company's location and the primary geographical regions where the company operates.>

<Comment: See examples and scales in the corresponding section of the BDM buyer persona.>

4.8. Age Range

<Enter the age range of the TDM buyer persona.>

<Comment: See examples and scales in the corresponding section of the BDM buyer persona.>

4.9. Education Level

<Enter full details on the education level, academic qualifications, and certifications of the TDM buyer persona.>

<Comment: Suggested education scale for the TDM buyer persona is:

- Bachelor's Degree – Standard Computer Science, Information Technology, or Engineering qualification.*
- Master's Degree – Preferred for roles requiring leadership or specialization in system architecture or technical project management.*
- Professional Certifications – Highly valued, including Certified Information Systems Security Professional (CISSP), Amazon Web Services Certified Solutions Architect (AWS CSA), Information Technology Infrastructure Library (ITIL), or Cisco certifications.*
- Doctorate Degree (Ph.D.) – Rare but relevant for TDM buyers in research-driven or advanced technical roles.>*

4.10. Budget Oversight

<Enter the budget oversight range for the TDM buyer persona.>

<Comment: Suggested budget oversight scale for the TDM buyer persona is:

- US\$0-US\$10,000 – For smaller technical tools or pilot programs.
- US\$10,001-US\$50,000 – Moderate authority for software subscriptions or smaller infrastructure upgrades.
- US\$50,001-US\$100,000 – Larger departmental initiatives, such as mid-scale tool implementation or integration projects.
- US\$100,001-US\$500,000 – High authority for large-scale system upgrades or comprehensive solutions.
- US\$500,001-US\$1,000,000+ – Executive-level authority for major infrastructure investments or enterprise-wide deployments.>

4.11. Goals

<Describe the TDM buyer persona's goals.>

<Comment: The TDM buyer persona's goals typically include ensuring seamless integration with existing systems, enhancing system scalability, and minimizing downtime.>

4.12. Challenges

<Describe the current challenges the TDM buyer persona is faced with.>

<Comment: The TDM buyer persona's challenges typically include navigating complex system compatibility issues, balancing innovation with budget constraints, and securing vendor support.>

4.13. Decision-Making Behavior

<Describe how the TDM buyer persona makes buying decisions and the role they play in the corporate procurement process.>

<Comment: The TDM buyer evaluates products based on technical feasibility, compatibility, and long-term scalability.

The TDM buyer provides expert assessments, recommends solutions to Business Decision Makers (BDMs), and ensures technical alignment with organizational needs.>

4.14. Preferred Content Formats

<Describe the TDM buyer persona's preferred content formats for product and vendor information.>

<Comment: The TDM buyer prefers technical documentation, product specifications, comparison charts, and live demos to evaluate a product's compatibility and operational value.>

4.15. Technology and Tool Preferences

<Describe the TDM buyer persona's preferred technology and tool preferences.>

<Comment: The TDM seeks tools that ensure smooth system integration and enhance performance that aligns with existing technology infrastructure.

The TDM buyer favors solutions with clear implementation roadmaps and robust vendor support.>

4.16. Key Marketing Messages

<Describe marketing messages that most likely resonate with the TDM buyer persona.>

<Comment: The typical marketing messages that would likely best resonate with a TDM buyer persona include:

- "The product provides seamless integration with existing systems while ensuring minimal downtime and operational disruption."
- "The product is offered with comprehensive vendor support that guarantees a smooth implementation process and minimal downtime."
- "The product automatically optimizes technical performance and provides real-time performance alerts and monitoring with self-correction strategies.">

4.17. Influencers and Decision-Making Team

<Describe individual influencers (people) and corporate roles that could advise and influence the TDM buyer persona and the decision-making process.>

<Comment: The TDM buyer collaborates with technical influencers who have and provide critical expertise to guide the TDM buyer persona.

Information technology (IT) specialists and system administrators evaluate the feasibility of implementing new technology and its compatibility with existing systems.

Software architects and developers assess integration, customization, and code quality.

Network engineers focus on connectivity, scalability, and infrastructure standards.

DevOps teams emphasize operational efficiency, evaluating deployment processes, automation, and organizational compatibility.

Security analysts advise on cyber-security risks, regulatory compliance, and mitigation strategies.

Technical project managers identify deployment challenges.

Data analysts and scientists assess technologies for processing, storing, and analyzing data while ensuring integrity.>

4.18. Persona Quote

<Enter a TDM buyer persona quote that summarizes their need.>

<Comment: Examples of TDM buyer persona quotes include:

- "My company needs a cloud storage and computing solution that integrates seamlessly with existing storage systems, reduces latency, and offers flexible scalability in data retrieval."
- "My company needs cyber-security software that proactively detects threats, offers robust encryption, and supports compliance with regulatory standards."
- "My company needs a real-time data analytics platform that integrates with our Enterprise-Resource-Planning (ERP) systems, supports machine learning workflows, and delivers actionable insights via dashboards and APIs.">

5. Supporting Data

5.1. Section Objective

This section provides data supporting this document's claims, assertions, assumptions, and statements.

5.2. Assumptions

<Describe any assumptions made while preparing this document.>

5.3. Research Information

<If relevant, describe and list the type and scope of research conducted while preparing this document.>

5.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>

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