

Buyer Persona Creation Workshop

KNOW YOUR CUSTOMERS

"I want to thank you for an excellent workshop. The more I reflect on the work we did with you, the more impressed I am with your Buyer Persona approach. As you know we've had similar training in the past but the skills we acquired this week will have the most lasting effect on the professional lives of those attending."

**—Vice President
Sales & Marketing
Leading Publisher**

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Many companies have conducted significant customer research, but few can translate that research into actionable insights that drive marketing strategy. **Buyer Persona Creation** provides dynamic means for deriving critical insights about how and why customers buy. Learn how to develop insights-driven strategy with **Buyer Persona Ecosystems** and **Buying Process Scenarios** that distill research into easily communicated, actionable insights.



This two-day workshop will introduce **Buyer Personas** and **Buying Process Scenarios** as marketing and strategy guides. Through interactive presentation, and individual and group exercises, participants will learn how to research, create, and use **Buyer Personas** as powerful tools to uncover insights, communicate those insights, and clarify strategy. You will learn:

- > What **Buyer Personas** are and how they are useful in depicting customer insights
- > How to create a **Buyer Persona Ecosystem** for customer segments
- > What **Buying Process Scenarios** reveal about buyer behaviors and motivations
- > How to use **Buyer Personas** to create rewarding customer experiences
- > How to translate **Buyer Persona Research** into actionable insights
- > Why **Buyer Personas** are transforming B2B marketing

Learn From The Experts

Real World Persona Experience Since 1998