

Buyer Persona Strategy Playbooks

KNOW YOUR CUSTOMERS

"The Buyer Persona Playbooks provided us with the information we needed to win in the mid-market space. The Playbooks enabled our selling teams to anticipate buyers' wants, needs and decision process at their level, using their language and terminology. They have been a key game changer and a component of our marketshare gains against the competition."

— Kevin Hooper
Vice President EMG
Enterprise Business Sales
Hewlett-Packard

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In today's buyer centric marketplace, organizations must gain critical buyer insight that informs executable strategies in order to drive top line revenue growth. **Buyer Persona Strategy Playbooks** are designed to provide senior leaders and their teams with a profoundly effective view of customers and buyers that will enable winning strategies in sales and marketing, and throughout the customer experience.

Goal Centric's **Buyer Persona Strategy Playbooks** are revolutionary tools that show senior executives where to play, with whom to play, how to play, and how to win in today's dynamically changing "buyer's market."



The interactive **Buyer Persona Strategy Playbooks** consists of four playbooks aligned with strategy, sales, marketing, and customer experience:

- > **Buyer Persona Strategy Playbook:** Attain the foundational insights about buyers and their buying processes that will clarify your means to achieve top line revenue growth.
- > **Buyer Persona Marketing Playbook:** Empower marketing teams to create marketing and sales-ready messaging that resonates with buyers.
- > **Buyer Persona Sales Playbook:** Enable sales teams with situational conversation guidance that anticipates buyers' goals.
- > **Buyer Persona Experience Playbook:** Map the buyer's journey through existing touch points and create new ones to solidify customer loyalty.