



BUYER PERSONA QUESTIONS

to Customers and Closed Lost Prospects





DEMOGRAPHIC QUESTIONS

- Tell us a little about yourself. What do you do in real life? Hobbies. Interests. Age.
- What is your marital status?
- Where do you live?
- Are you a homeowner or renter?
- What is your age?
- Do you have children? How many? What ages?





CAREER QUESTIONS

- What is your education level?
- Are you currently working, if so, what is your job title?
- Describe your current work day.
- How long have you been in your current position?
- What do you enjoy most about your job?
- What frustrates you most about your job?
- What do you worry about?
- What accomplishments are you most proud of? And how did you achieve these accomplishments?





DAILY LIFE QUESTIONS

- What does a typical day look like for you?
- How much time do you spend at work and at home?
- What are your hobbies?
- Who are the people in your life that are most important?





CONSUMER HABIT QUESTIONS

- What type of news do you read?
- Where do you consume that information?
- Where do you spend your time on the Internet?
- What do you watch on TV? Listen to on the radio?
- What social networks do you belong to?
- How do you stay current with industry information?
- Describe a recent purchase. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service?
- What do you value most in a purchase decision (price, support etc.)?
- Do you use the internet to research vendors or products? If yes, how do you search for information?





[COMPANY] RELATED

- Tell me about your relationship with [company] (Customer/Client/Lost Sale)?
- How did you find out about [company]?
- What pain points were you looking to address by reaching out to [company]?
- When making a decision, what questions do you ask during sales process?
- Were you talking with any other companies/competitors while making a decision?
- What's important to you when selecting a vendor/partner?
- What made you decide to work with/not work with [company]?



[COMPANY] RELATED (CONT)

- Was there anyone else involved in the decision making process from your company?
- How would you describe your feeling about [company]?
- What could [company] do to reach more people like you? Any Insight on what they could do to reach more people like you?
- What content would you like to see on a website that would let you make a buying decision quicker?



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