



BUYER PERSONA QUESTIONS

to Internal Stakeholders





COMPANY FOCUSED QUESTIONS

- Can you provide a brief historical overview of [company]?
- What are your past and future growth plans?
- What is the mission or main goal of [company]?
- Can you provide an overview of main product or service offerings?
- What product or service generates the most revenue for [company].
- What are the differentiating factors of your services?
- What [company] product or service do you most want to grow?
- How would you describe the value proposition of [company] in a few sentences?
- What high level personas for [company] can you current identify (i.e. what titles and roles do you currently sell to in organizations)?
- Who is your biggest competitor?
- How does your product or service differentiate itself from your competitor?
- What is your company best at?
- What is your company worst at?
- What messages are you anxious to deliver about your services?





INBOUND MARKETING & LEAD GENERATION QUESTIONS

- What are your content goals?
- Do you have any high performing current content offers like free tools or case studies?
- Have you done any content mapping to your buyer's journey?
- Do you have a social media engagement plan?
- What social channels are you posting on and how frequently are posting to them?
- How are you generating leads?
- How do you generate your best leads?
- Do you know what behaviors qualified leads or customers exhibit on your website?
- Do you have an email marketing strategy?
- Where is your lead contact information stored?
- What would you most like to change about how you currently generate leads?





SALES CYCLE QUESTIONS

- What is the current structure of your sales team?
- On a scale of 1-10 how closely would you say your sales team is aligned with your marketing team and why?
- What is your sales reporting frequency and how is this communicated (i.e. weekly sales email, monthly call etc.)?
- What CRM are you currently using?
- Walk me through your sales cycle from prospect to closed won.
- What are the professional priorities of the person you are selling to?
- What are their pain points of each persona and how do your products or services solve for their pain points.
- What is the role/s of the main person you are trying to sell to?
 - Are these the final decision makers?
 - What information is most important to each of these personas when visiting a website?
- What blockers typically keep someone from purchasing your products or services?
- What concerns are usually voiced about the product during the sales cycle?



SALES CYCLE QUESTIONS (CONT)

- What questions do buyers ask most often during the sales cycle?
- What are your answers to those questions?
 - Are they successful?
- What does your ideal client look like?
- Who is the end user of the product/service?
- How long does a customer usually stay a customer for?
- What might be a reason they leave for another company?
- Where might your personas spend their time online?
 - Any social media accounts?
 - Online news? Etc?
- Only focus on U.S. client?
 - Any specific geographic region?
- What verticals (if any) do you focus on?
- What would you most like to change about your sales process?



713.481.0498 | Toll Free: 877.596.8669
hello@lyntonweb.com

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