

STRATEGIC SALES MANAGEMENT

Session 1: Buyer Persona and Consumer and B2B Decision Making Processes
Selling and Consumer Behaviour

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Learning Objectives:

After going through this module, you should be able to:

- Prepare a Buyer persona for your prospects in both offline and online settings
- Fathom Consumer and B2B Decision Making Processes and Role of Salesman in both contexts
- Understand the Difference between B2C and B2B Selling

What is 'Buyer Persona' and why it matters?

In simple words, a buyer persona is a research based profile that depicts the target consumer

It is like *defining your ideal customer*

Alternatively, it can also be said that a *buyer persona signifies how a prospective customer would look like in terms of demographics and behavioural profile*

Why Buyer Personas' matter?

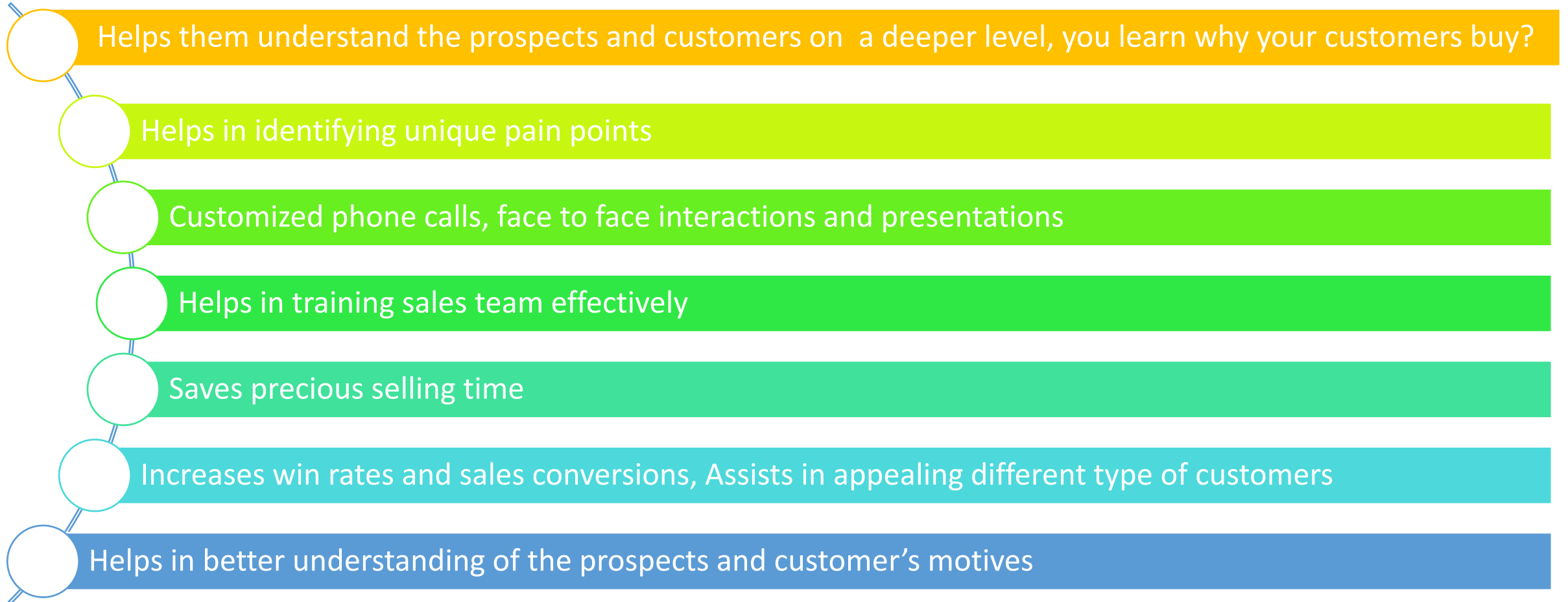


Helps you personalize and assist in designing effective content strategies based on highly targeted content



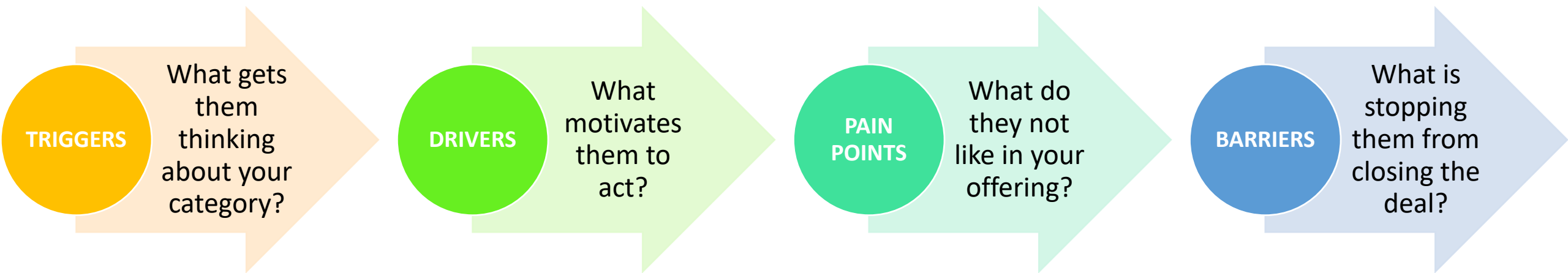
Provides basis for targeting profitable prospects/ customers

How Buyer Personas can be truly beneficial for Salespeople?



Points to Keep in Mind while Creating Buyer Personas





Creating Buyer Personas

- Investing in Research
- Maintenance of Data Bases
- Regularly Interview Customers
- Dynamic CRM
- Use Prospects
- Use Referrals
- Use Your Current Customers

Source: <https://blog.hellostepchange.com/blog/the-ultimate-guide-to-creating-actionable-buyer-personas>, <https://blog.hubspot.com/marketing/buyer-persona-research>

How buyer personas differ in online and offline settings?

Lets Create a Buyer Persona



SOLOMON FARUQUI

-  Software Developer
-  Age: 26
-  Location: Houston, Tx

ABOUT HIM

Solomon is a gym rat. He was on the soccer team during his college years and now goes to the gym five to six times a week.

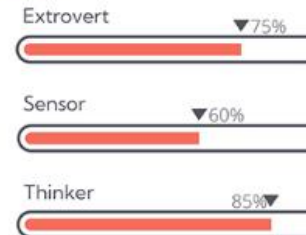
As a software developer, Solomon knows that his job involves spending a lot of time on his computer, so he makes up by spending at least an hour every day in the nearby gym.

GOALS

- Purchase a bicycle to commute
- Create an Instagram fitness profile
- Keep up with latest fitness trends

"Everybody realizes the importance of health when they get sick."
– Solomon F

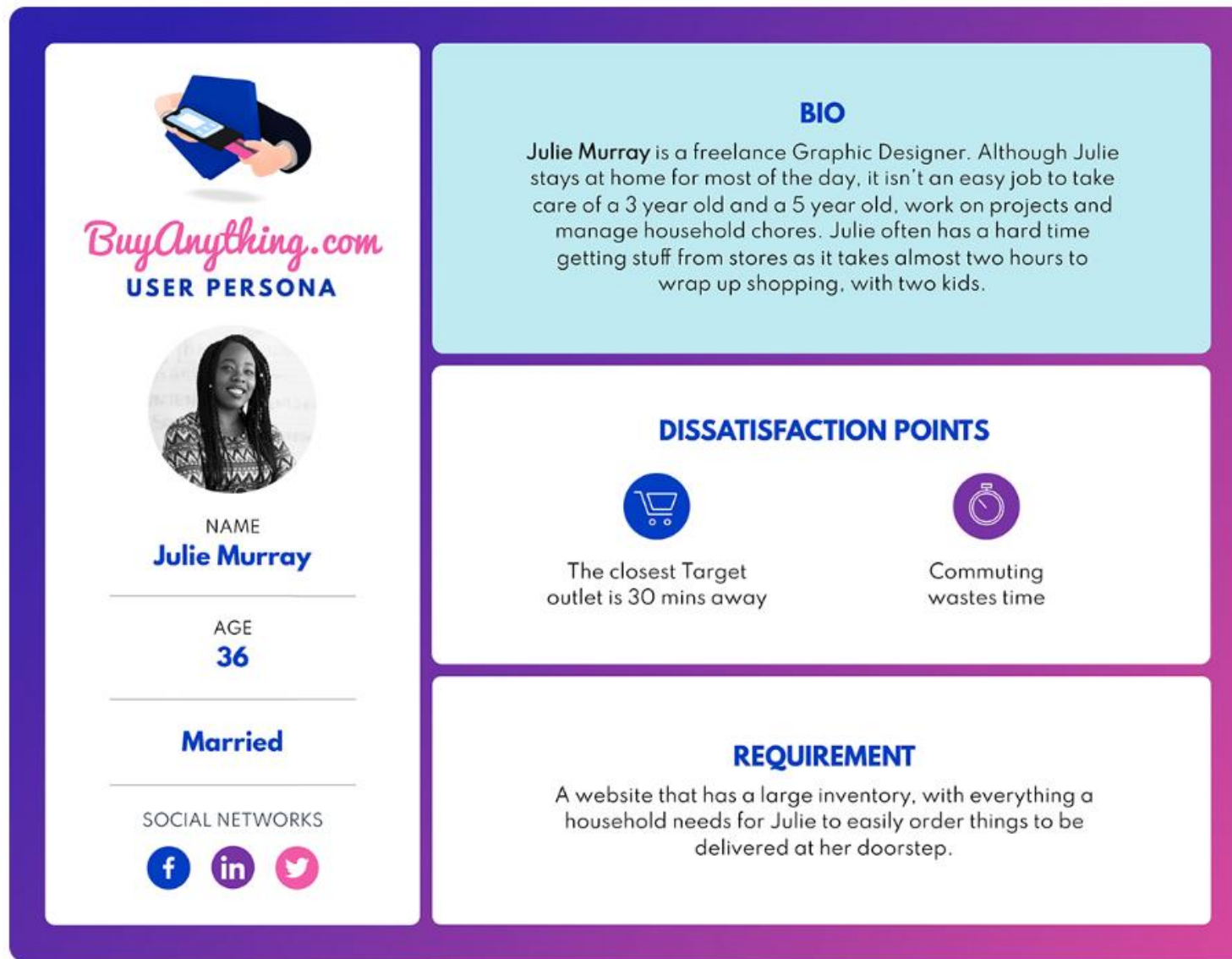
PERSONALITY



FAVORITE BRAND

- Adidas
- Nike
- Under Armour

FITNESS ENTHUSIAST



Source: <https://visme.co/blog/user-persona-template/>

References:

- Selling and Sales Management, Jobber and Lancaster, Pearson
- Consumer Behaviour, Schiffman, Wisenblit and Kumar, Pearson
- Sales and Distribution Management: Decisions, Strategies and Cases, Still, Cundiff, Govoni and Puri, Pearson
- Sales and Distribution Management: Text and Cases, Havaladar and Cavale, Mc Graw Hill
- Sales and Distribution Management: An Integrative Approach, Venugopal P, Sage.

*References for online and other resources have been provided as footnotes in the respective slides.

Thank You