

# Shari Pash

## Strategic Solutions for Growth

### Developing Market Segment Profiles and Buyer Personas

Identifying with your buyers is key to developing strong marketing and sales techniques, so it is important to develop your market profiles and buyer persona strategically.

Define the **market segment profile** and then the **persona** of the person.

#### Start by answering these simple questions for each market segment you want to do business with:

- State the market/client/member segment name.
- What percent of your business is from this market segment?
- Describe where you find clients in this market segment.
- What type of business or revenue do/will they produce or represent?
- What is their buy or spend pattern?
- What average price range or rates will this segment tolerate?
- Provide a brief update on the state of this market.

#### Start by answering these simple questions about buyers in each of the market segments:

- Who is your ideal buyer/member/client?
- What is this person's background?
- What are some of the goals and challenges this person faces?
- What are some everyday questions this buyer has during the buying process?
- What are some of the objections this buyer has during the buying process?
- What tools do they need to do their job?
- How do they measure success?
- How do they gain information?
- Where do they "hang out"?
- What is their primary reason for buying or investing?
- What does engagement mean to them?

Now you are ready to identify new segments of business or maximize your current markets.

Contact **Shari Pash** for coaching and training on strategies for gathering this type of market and persona information, and putting this tool to work in your business.

