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Nota di contenuto	Buyer Personas: How to Gain Insight into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business; Contents; Foreword; Acknowledgments; Introduction: Listen First, Then Speak; Why Is Everyone Talking about Buyer Personas?; Will This Approach Work for You?; Part I: Understanding the Art and Science of Buyer Personas; Chapter 1: Understand Buying Decisions and the People Who Make Them; Why the ""Know Your Customer"" Rule Has Been Redefined; A Clothes Dryer's Extra Setting Made All the Difference; Will You Understand Your Buyers' Decisions? Relying on Buyer Demographics and PsychographicsHow Marketers Benefit from Buyer Profiles; Buying Insights Complete Your Persona; High-Consideration Decisions Reveal the Best Insights; Buying Insights from a Quick Trip to London; Chapter 2: Focus on the Insights That Guide Marketing Decisions; Listening to Kathy; Frustrated, a Newly Minted Consultant Invents Personas; Buyers Have Distinct Expectations;

The 5 Rings of Buying Insight; Insight 1-Priority Initiative; Insight 2-Success Factors; Insight 3-Perceived Barriers; Insight 4-Buyer's Journey; Insight 5-Decision Criteria  
Give Your Buyer a Seat at the Table  
Creating Effective Messaging; Generating High-Quality Leads; Shortening the Sales Cycle; Speed to Revenue; Resolving Ties between Your Company's Products and Those of the Competition; Identifying Which Types of Buyers You Need to Influence and How to Reach Them; Buying Insight Opens Doors to C-Level Executives; Chapter 3: Decide How You Will Discover Buyer Persona Insights; The Most Important Nine Months of My Career; How Interviews Reveal Insight; Is This Another Kind of Qualitative Research?; Crafting the Low-Consideration Buyer's Story  
Using B2B Salespeople to Build Buyer Personas  
The Pros and Cons of Buyer Surveys; When to Use Focus Groups; Will Big Data Deliver Insights?; How Social Media Contributes to Buyer Personas; SAP Gains High-Value Insights through Web Analytics; Part II: Interviewing for Buying Insights; Chapter 4: Gain Permission and Schedule Buyer Interviews; Persuade Stakeholders That You Need Buying Insights; Overcome the "We Know Our Buyers" Objection; When You Don't Have Time for Buyer Persona Interviews; Use Your Sales Database to Find Buyers to Interview  
Sometimes You Want to Avoid Your Internal Database  
Using Professional Recruiters to Set Interview Appointments; Which Buyer Should You Interview?; Interview Buyers Who Chose You as Well as Those Who Did Not; Contacting Buyers to Request an Interview; Chapter 5: Conduct Probing Buyer Interviews; Who Should Conduct the Interview?; Prepare for Your Buyer Interview; Getting It on the Record; "Take Me Back to the Day..."; Use Your Buyer's Words to Probe for Insight; Go Slowly to Capture the Whole Story; Questions That Keep the Conversation Flowing; An Example Interview with Tim  
Look for Insight When Buyers Use Jargon

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Sommario/riassunto

See your offering through the buyer's eyes for more effective marketing  
Buyer Personas is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, conte

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