

	NAME	INDUSTRY/SEGMENT
	JOB TITLE	REPORTS TO (JOB TITLE)
	AGE/EDUCATION	YEARS IN THIS JOB

MY MOST IMPORTANT RESPONSIBILITIES & ACTIVITIES:

LIST THE TOP FIVE OBSTACLES OR PROBLEMS THAT INTERFERE WITH MY SUCCESS:

1

2

3

4

5



PRODUCT:

MY ROLE IN BUYING:

WHY I HAVE NOT CONSIDERED YOUR PRODUCT (OR CATEGORY OF PRODUCTS) AS AN ANSWER TO MY PROBLEMS:

WHAT WINNING LOOKS LIKE FOR ME (HOW MY PERFORMANCE IS MEASURED. HOW I GET MY BONUS):

HERE ARE OTHER WAYS I MANAGE WITHOUT YOUR PRODUCT:

HERE'S WHERE I GO TO GET INFORMATION (Check all that apply and name specific sources):

Category	Who? Which ones?Where?
<input type="checkbox"/> Ask analysts/read analyst reports	
<input type="checkbox"/> Attend industry conferences	
<input type="checkbox"/> Attend vendor-sponsored events	
<input type="checkbox"/> Ask a colleague for a recommendation	
<input type="checkbox"/> Read white papers	
<input type="checkbox"/> Use internet search engines/online research	
<input type="checkbox"/> Read vendor collateral	
<input type="checkbox"/> Read magazines/publications	
<input type="checkbox"/> Other influences	

HERE IS SOMETHING ELSE YOU SHOULD KNOW ABOUT ME:

WRITTEN BY

DATE

