Customer Profile Template

A customer profile template should be completed for each customer group. This profile template will help you to create an avatar, niche and segment your offering. Allow this guide to help you to note down all the relevant information about the people you want to sell to.

	Demographics	Goals and Motivations
	Name	
	Age	
Persona 1	Gender Male Female	
reds		Challenges / Pain Points

Sales / Service Opportunities

N

Where they get information