

# CUSTOMER PROFILE

## GOALS AND VALUES

### GOALS

### VALUES

### BEHAVIORS

## SOURCES OF INFORMATION

### BOOKS

### MAGAZINES

### BLOGS/WEBSITE

### PREFERRED CHANNELS

### DEVICES

### OTHER

AGE

GENDER

MARITAL STATUS

#/AGE OF CHILDREN

LOCATION

HOBBIES & INTERESTS

QUOTE

OCCUPATION

JOB TITLE

ANNUAL INCOME

LEVEL OF EDUCATION

OTHER

## CHALLENGES & PAIN POINTS

### CHALLENGES

### PAIN POINTS

### MOTIVATIONS

## OBJECTIONS & ROLE IN PURCHASE PROCESS

### OBJECTIONS TO THE SALE

### ROLE IN THE PURCHASE PROCESS

## KEY STRATEGIES