	Core Company Information [Firmographics]					Technographics			Buyer Persona			Decision-Making				
Tags	Industry	Company size	Revenue	Growth Stage	Location	Integrations	Complementary Tools	Tech Savviness	Job Titles	Departments	Purchasing Power	Pain Points	Goals and KPIs	Challenges	Trigger Events	Buying Behavior
Questions	What industries do your best customers operate in?	mid-market, or enterprises?	Do your most successful customers fall within a particular revenue range?	Do you mainly serve established businesses or rapidly scaling startups?	Are your best customers located in specific regions or countries?	What other software tools do your best clients typically use? Are there specific technologies that your SaaS integrates seamlessly with?	solution they may be using, or does	overall comfort level with technology.	What are the specific job titles of the individuals who were the primary champions of your SaaS within the company?	the most from your tool?	your type of solution?	What specific problems or challenges were your successful customers facing before they found your SaaS?	What are their primary business objectives, and how do they measure success?	What obstacles prevent them from achieving their desired outcomes?	What specific events or circumstances might prompt a company in your target segment to seek a solution like your SaaS?	How do they typically research, evaluate, and purchase software solutions? Do they rely on online reviews, industry reports, recommendations from peers, or free trials?
Customer Profile #1	(e.g., healthcare, e-commerce, finance)		[Number of employees or revenue range]		[Countries or regions]	(e.g., Salesforce, HubSpot, Shopify)			(e.g., Marketing Director, VP of Sales, IT Manager)	(e.g., Sales, Marketing, Customer Success, etc.)	(e.g., CEO, Marketing Director, VP of Sales)					
Customer Profile #2																
Customer Profile #3																