

## PART 1: DEFINE CUSTOMER PROFILE

Customer Profile Name:  Age:  Gender:

Marital Status:  No. of Children:  Child Age Range:  Location:

Occupation:  Job Title:  Annual Income:

Level of Education:  Other Notes/Traits:

Type of Vehicle:  Age of Vehicle:  No. of Vehicles in Household:

## PART 2: DEFINE CUSTOMER GOALS & VALUES

Customer Goals (*What do they want?*):

Customer Values (*What's important to them?*):

## PART 3: IDENTIFY CHALLENGES & PAIN POINTS

Challenges:

Customer Values (*What's important to them?*):

## PART 4: WHAT ARE THEIR INFORMATION SOURCES?

Books:  Magazines:

Blogs/Websites:  Conferences:

Gurus/Public Figures:  Other:

## PART 5: DEFINE OBJECTIONS & ROLE IN PURCHASE

Objections to the Sale:

Role in Purchase Process: