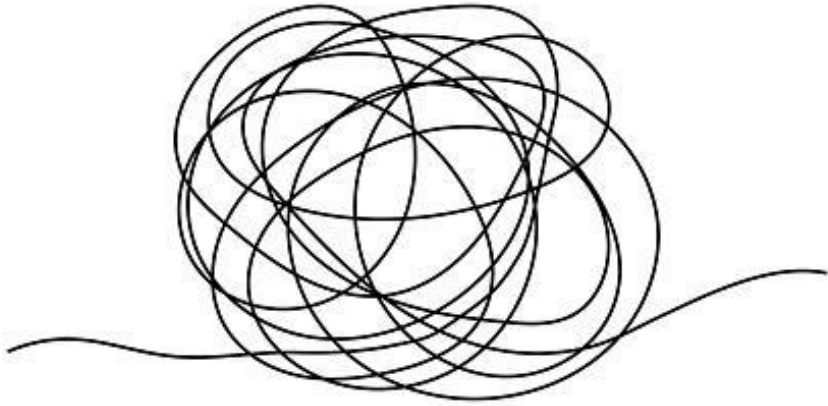


*M.*



# Ideal Buyer Persona

TEAM WORKSHOP TO MAKE YOUR SALES EFFICIENT.

[matters-consulting.com](https://matters-consulting.com)



*M.*

# About **matters**

**BRAIN-BASED BUSINESS CONSULTANCY**

Hello, my name is Yulia,

I am a former co-founder of HR Consultancy company HR Network Club and a business consultant working with tech companies from the US and Europe.

In my 10 years overall work experience, and prior to entrepreneurship, I spent 8 years working with amazing leaders of tech companies on business development, and bring my leadership lessons-learned alive into matters LLC.

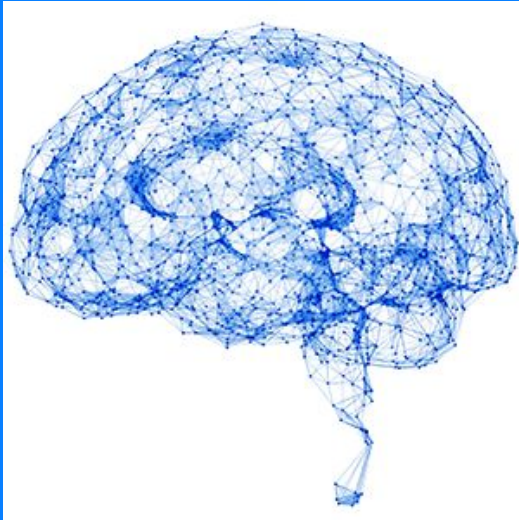
I deliver different levels of brain-based career coaching, business development, skills development, and leadership development consulting services.

To-date, I've delivered over 300 hours of 1:1 coaching and more than 200 hours of group training programs as an internal coach.

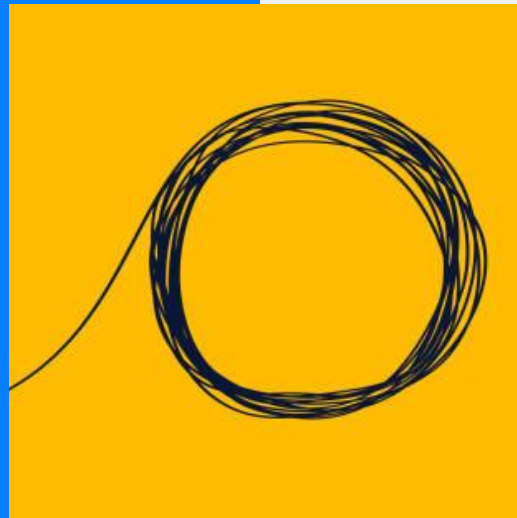
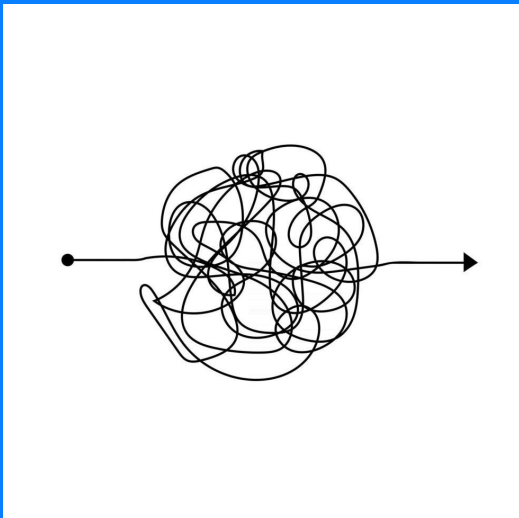
I'm taking my certification path with the International Coach Federation (ICF) and continue delivering virtual coaching programs to individuals and organisations.

[ysh@matters-consulting.com](mailto:ysh@matters-consulting.com)





**8+**  
YEARS OF  
EXPERIENCE



## Our Coaching

WITH BRAIN IN MIND.

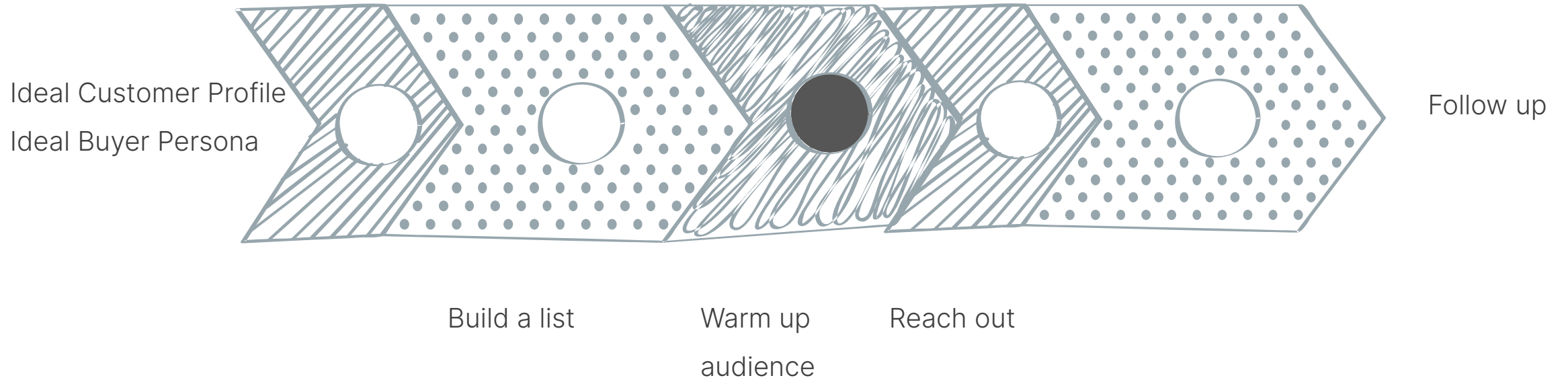
The coaching at **matters LLC** is tailored to meet the needs of individual and group sales professionals.

Our coaching practice incorporates [neuroscience](#), [psychology](#), [design thinking](#), [lean methodologies](#), as well as techniques from:

- Performance coaching
- Leadership coaching
- Mentoring
- Mindfulness

*M.*

# Lead generation **steps**



Mr.

# Ideal **Buyer** persona 1



Age	
Title	CEO/Founder/Partner/Head of.../Director
Location	Europe/USA/Asia/ME/LATAM etc
Background	Programming/Business Development/etc
Year of experience	
Hobbies	
Nationality	
Company HQ	
Gender	

Mr.

# Ideal **Buyer** persona 2



Age	
Title	CEO/Founder/Partner/Head of.../Director
Location	Europe/USA/Asia/ME/LATAM etc
Background	Programming/Business Development/etc
Year of experience	
Hobbies	
Nationality	
Company HQ	
Gender	

Mr.

# Ideal **Buyer** persona 3



Age	
Title	CEO/Founder/Partner/Head of.../Director
Location	Europe/USA/Asia/ME/LATAM etc
Background	Programming/Business Development/etc
Year of experience	
Hobbies	
Nationality	
Company HQ	
Gender	

M.

# Ideal **Buyer** persona example



Westerner? / International Company/  
male

Age	30-40 years
Title	Security manager, Operations Manager, Country Manager, Project Manager, HSE Manager
Location	MEA
Background	military/security/law enforcement



Westerner? / International Company/  
Male and female

Age	20-30 years
Title	Analyst
Location	MEA, Western HQ
Background	military/security/law enforcement



Westerner? / International Company/  
male

Age	30-40 years?
Title	Decision Makers/leads of Political, Military, Security, BD with HQ/global/regional influence and focus?
Location	MEA?
Background	military/security/law enforcement



*M.*

# Question & Actions

