


BUYER PERSONAS


MYTHS +
TRUTHS

 **DIS
RUPT
ORS**_{co}



A woman with long dark hair and a surprised expression, wearing a light-colored button-down shirt, is holding a color calibration chart in the bottom left corner. The background is a solid purple color.

1 YOU ONLY NEED ONE OR TWO PERSONAS

A simple, hand-drawn white underline consisting of two slightly curved parallel lines.

Believed True – High-impact marketing requires multiple personas aligned to the buying committee.

In B2B sales, especially in government and enterprise, decisions are made by multi-layered teams - innovation leads, procurement officers, budget holders, end users.

One persona isn't enough.

A decorative graphic in the bottom right corner consisting of a grid of white dots of varying sizes, arranged in a pattern that tapers off to the right.

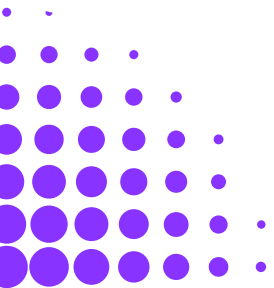
2 PERSONAS ARE JUST FOR MARKETING



Believed True – Personas are most powerful when used across marketing, sales, product, and service design.

Disruptors Co leverages personas to shape AI consulting formats, co-design workshops, and even how we pitch GTM strategies.


And you can too!



A man with a beard and glasses, wearing a dark sweater, is holding a silver laptop. He is looking towards the camera.

3

PERSONAS =
JOB TITLES

A thick, horizontal purple brushstroke underline.

Believed True – While job titles are a start, personas should dig deeper into motivations, success metrics, blockers, and emotional drivers.

For example, a "Chief Innovation Officer" might be risk-averse due to failed past pilots – knowing that changes how we frame value.

4

CREATING PERSONAS IS A ONE-TIME PROJECT

Believed True – It's an iterative process.

Each project, sales cycle, or campaign should refine your understanding.

See every new project or campaign as an opportunity to gather new persona insight for future targeting.

You can also use analytics to validate the persona during and at the end of campaigns.





5

B2B DECISIONS ARE RATIONAL AND DATA-DRIVEN ONLY



Believed True – Emotions like fear of failure, need for credibility, or ambition to lead transformation play a huge role in how buyers make their evaluations.

Buyer personas that account for emotional risk and reward are more persuasive.

6 IF IT'S NOT BASED ON A REAL PERSON, IT'S NOT VALUABLE.

Believed False – While personas are informed by real data, they are archetypes, not biographies.

They're useful precisely because they simplify and generalise behaviour across segments - making strategic decisions clearer and faster.



Disruptors Co is an agency specialising in strategy, innovation facilitation, go-to-market execution, and performance marketing. We help organisations transform bold ideas into sustainable growth.

Each year Disruptors Co supports and engages with hundreds of startups through our structured accelerator programs, and as facilitators for programs at CSIRO, universities and commercial businesses.

We help fast growing B2B SaaS platforms accelerate their go-to-market strategies through digital and social media marketing.

Download our Buyer Personas Handbook at DisruptorsCo.com (bit.ly/443TS0Q) or scan the QR code.



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