



SPICEWORKS

# IT Buyer Ice Breaker

Use this guide when you chat with your buyers, from the junior help desk tech to the IT director. There's no better way to get to know... the IT pro.

## PROFILE

Name

Title

Company Size

Temperament and communication preferences

## IDENTIFIERS

What are some of your hobbies and interests?

What's been the proudest moment in your IT career?

## RESPONSIBILITIES

What's your typical day like?

What are some of biggest challenges and headaches you face?

What are some major upcoming items on your to-do list? Do you have any new initiatives on the horizon?

## BUYING BEHAVIOR

What are the top things that drive you to buy a product or service?

What's the buying process like for a new product or service in your organization? Any pain points?

Where does the budget reside? Who signs off on purchases?

## CONTENT

What types of content do you find useful when making a purchase decision?

How could we help you achieve your goals or overcome your challenges?

## WATERING HOLES

What online communities do you participate in and how?

Do you attend any conferences?

Where do you go to find educational materials related to your job?

