

# Drive Business Impact Through Change Using Enterprise Personas

Optimizing performance amid continuous change demands deeper customer understanding than firmographics alone.

Follow the steps below to define and refine your customer profiles, then apply these enterprise personas to strengthen GTM strategy and execution.

1

## Identify the triggers

Business changes drive the need for richer enterprise personas.

### Example external market triggers

- New competition
- Changes in buyer behavior
- Regulatory changes

### Example internal organizational shifts

- Product launches
- Territory realignments
- Performance gaps

2

## Form the team

Treat enterprise persona refinement as a shared GTM effort to align and expand persona traits and buying triggers.

Team

Sales

Product  
marketingCustomer  
service

3

## Refresh the enterprise personas

This requires going beyond simple firmographics to better analyze the customer situation.

Technographics

Resources

Business situation

Psychographics

Business and  
operating model

Firmographics

Focus here to truly understand buyer intent — what worked last year may not engage customers now.

4

## Revisit positioning, differentiation and value stories

Align your positioning with the needs and priorities of the new enterprise personas.

Segmentation

Differentiation

Positioning

Storylines

Content

Demand generation

5

## Assess and refine your current GTM strategy as needed



### Product/offering strategy

Review and refine your product/offering roadmap, pricing and business approach to meet the needs of today's enterprise personas.



### Marketing strategy

Refresh your buyer personas, messaging and content to attract, engage and convert your ideal enterprise audiences.



### Sales strategy

Update sales territories, playbooks and incentives so your sales team is empowered to win with new enterprise personas.



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