



The McQuaig

CANDIDATE PERSONA TEMPLATE

Name: Sarah SAAS Sales

Title: Outside Sales Rep

Skills / Background:

List the need-to-have skills and background history for your ideal candidate.

Networking

Qualifying prospects

Product demonstration

Negotiating contracts

SAAS industry experience

Junior sales experience

Post-secondary education

Interests:

Specify what your ideal candidate is interested in.

SAAS innovations/new APPs

Dogs

Personality Traits:

Describe the personality traits that will enable your candidate to do this job successfully.

Outgoing, people oriented, sympathetic, persistent, determined, goal-striving, seeks challenge, sense of urgency

Career Goals:

Identify the career goals your ideal candidate has.

3 years - Sales Manager

Hangouts:

Pinpoint where your ideal candidate spends their time.

Tech meetups, SAAS blogs and forums, dog parks



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Name:

Title:

Skills / Background:

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12 horizontal rounded rectangular input fields for Skills / Background.

1 large vertical rounded rectangular input field for Personality Traits.

Career Goals:

3 horizontal rounded rectangular input fields for Interests.

Hangouts:

1 large vertical rounded rectangular input field for Hangouts.