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[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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From ICP to Buyer Personas and Messaging

Within each target account, we need to address specific **buyer personas**. These are **the individual people who are decision-makers who influence or approve a purchase**.

For SaaS outbound, **you usually craft messaging for one or several key personas that you will target**. For example, if your ICP is mid-market e-commerce companies, the relevant personas might be “Head of E-commerce Operations” and “CTO”. These are the roles that would buy your software.

To develop a persona, we define attributes like job role, pain points, common objections or preferred channels.

Job Role	VP of Marketing, IT Manager, CFO
Responsibilities	What are their main job objectives?
Pain Points	What problems or inefficiencies do they face that your SaaS can solve?
Success Metrics	What does success look like for them?
Common Objections	Why might they hesitate to buy your product?
Preferred Channels	Where do they tend to engage?

With persona insights in hand, you can tailor outbound messaging to each. For instance, in the same sale, a CTO might need a technical value message while a CFO needs a business value message. Your emails or call scripts would differ accordingly. Research is critical here. Leverage all the info you can find about the target account: news articles, their website, or LinkedIn posts by the persona. The more you can contextually tailor the message, the better.

According to one report, personalized emails can significantly lift response rates – and conversely, generic emails get tuned out. In fact, data from millions of cold emails shows that **smaller, more targeted campaigns yield higher reply rates** than huge blasts.

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Let's break down messaging into a few components and how ICP insights inform them.

- **Value Proposition:**

First, your core value proposition might have many facets, but for outbound **it should be distilled to resonate quickly**. Based on the top pain points, choose the most compelling value point to lead with. Align the value message to what that type of customer cares about. Quantifiable benefits or specific solution statements work well.

- **Personalized Opening:**

Personalized opening is the element of your message that shows it's not a mass spam. It could be referencing a recent event, content on the blog, or a company-specific insight. Modern tools even let you use dynamic fields for personalization at scale. You can insert the prospect's industry or a relevant metric into an email template. The goal is to immediately answer the prospect's internal question, "Why are you contacting **me**?" If your email can demonstrate that in the first 1–2 sentences, the rest of your message has a chance.

- **Tone and Language:**

Now let's discuss tone and language. In a guide, we might be formal, but in actual outbound messaging, **clarity and brevity** win. Sales emails that succeed tend to be concise and straightforward. Use the language your ICP uses. If you sell to developers, a more technical tone is appropriate. If you sell to HR leaders, an empathetic tone that acknowledges people's challenges might resonate.

When writing outbound emails, a great way to structure your message is by using a simple storytelling formula. Two popular ones are **Problem-Agitate-Solution** and **Before-After-Bridge**.

Both of these frameworks start with the same principle: **you have to understand the challenge your target persona is facing**. Once you know that, you can shape a message that speaks directly to their pain points and shows how your solution can help.

Problem–Agitate–Solution (PAS)

Framework Problem–Agitate–Solution goes like this: Identify a common pain point your target experiences. Highlight the consequences that come with that problem. Show how your product or service solves it.

1. **Problem** - Identify a common pain point your target experiences.
2. **Agitate** - Highlight the consequences or frustrations that come with that problem.
3. **Solution** - Show how your product or service solves it.

EXAMPLE: *“Many mid-size retailers struggle with inventory oversupply due to inaccurate forecasts. This ties up capital in unsold stock and leads to storage issues. Our SaaS platform uses AI to forecast demand more accurately - it can cut excess inventory by 40% in just six months.”*

Before–After–Bridge (BAB)

Before–After–Bridge framework is slightly different: First, you should describe the current struggle, then paint a picture of what life looks like after the problem is solved and finally explain your solution.

1. **Before** – Describe the current state or struggle.
2. **After** – Paint a picture of what life looks like after the problem is solved.
3. **Bridge** – Explain how your solution gets them from before to after.

EXAMPLE: *“Retailers often find themselves stuck with too much unsold inventory because forecasting is off. Imagine if your team could confidently stock exactly what your customers need, avoiding waste and freeing up cash. That’s exactly what our AI-powered platform enables and reduces*

So, you should always try to speak **to the customer's need, not just about your product**. The ICP research tells you the need - your message then connects your product as the answer.

- **Social Proof and Examples:**

Lastly, **incorporating short case examples or proof points that align with the ICP is powerful in outbound messaging**. If you have existing customers in the same industry or space, mention them. This signals to the prospect that you understand their scenario and have a track record in it.

Crafting messaging is iterative. Use A/B testing in your outbound campaigns: try different subject lines, different value propositions, different personalization points. Track what yields higher open or reply rates. Over time you'll refine the messages that work best for your ICPs.

Now that you understand how to define your Ideal Customer Profile and tailor messaging to individual buyer personas, let's take it one step further. Account-Based Marketing builds on that foundation - we shift our focus from broad outreach to personalized engagement with specific high-value accounts. While ICP helps you identify the right types of companies, account-based marketing is about strategically targeting and nurturing those exact companies, often one by one.