

Ideal Customer Profile Worksheet

This worksheet is a launchpad for creating your perfect ICP. We've included an example ICP throughout to help get you started.

STEP 1

Map & Segment Your Customers

Questions to consider as you're segmenting your customers:

- Who are my existing or potential customers?
- What is the typical size of these companies?
- What industries and regions do they belong to?
- What technologies do they use?
- How would I rank these segments based on the likelihood of buying my product?

Customer Mapping & Segmentation

	Industry	Location	Sales Cycle	Company Size	Installed Base	Competitors
Customer Segment Example	Food and Beverage	United States	3-4 months	5k+	Salesforce.com	Startups A, B, C + Incumbents
Customer Segment 1						
Customer Segment 2						
Customer Segment 3						

STEP 2

Understand Their Core Problem

Questions to consider to better understand your customers:

- What are your customer’s top pain points and challenges?
- What is the status quo? How are they dealing with that problem now?
- How does this existing approach impact the business at large? Think of customers, sales, partners, etc.
- Do they understand that this problem exists? Why or why not?

Value Proposition

Pain Point	Status Quo	Consequences	Impact
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Trade Promotion Management	Forms built within Salesforce.com	Inventory inconsistencies across retail customers	Out-of-Stock / Loss of Revenue
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STEP 3

Map Your Buying Personas

Questions to consider as you map your buying personas:

- Who are the roles typically involved in your buying process?
- Are they decision makers (Economic Buyer), users, technical buyers and/or influencers (sponsors/detractors)?
- What is their performance measured by? How does that align with the broader goals of their organization?
- How can your service/product support this persona with their goals and challenges?

Buying Personas

Role	Buying Influence	Individual Goals	Impact
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Head of Sales	Economic Buyer	Revenue Growth	Real time transparency over inventory
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STEP 4

First Sales Meeting

The first meeting with your customer helps qualify the project timeline. It's a great opportunity to ask the right questions and better manage the resources (costs & people) that will be allocated to your customer.

<p>Try to gather all the main stakeholders around the table when possible. Where are they in the decision process?</p>	
<p>Are they developing a similar solution internally and just want to have more inspiration from your solution?</p>	
<p>How can you shorten the sales cycle? That's why it's important to gather all stakeholders (IT for implementation, head of department using your solution, finance or procurement to negotiate a global framework...)</p>	
<p>Will this customer project require extra development (specific features/adaptation)? Can you afford these extra costs?</p>	
<p>Does it make sense to demonstrate your solution if the decision maker isn't attending the meeting?</p>	