

Defining Your Ideal Customer Profile

An ideal customer profile is a checklist of the most basic attributes someone needs to have to be successful as your customer. The best way to create your ideal customer profile is to get representatives from both marketing and sales together to discuss what attributes your best customers have in common.

If you're in a B2B organization, your ideal customer profile will be at the company level. If you're in a B2C organization, it will be based on a particular market segment. Regardless of what space you're in, here are some questions that should help jump-start the conversation between marketing and sales:

1. Are there economic factors that make a customer ideal or not ideal?
 - a. **B2B:** Number of employees, revenue, customers, etc.
 - b. **B2C:** Income, education, household size, phase of life, etc.
2. Are there market segments that are ideal or not ideal?
 - . **B2B:** Industry, vertical, etc.
 - a. **B2C:** Occupation, interest, lifestyle, etc.
3. Are there geographic locations that are ideal or not ideal?
4. Are there legal standards that are required to purchase your product or services?
5. Are there any other attributes that make a buyer ideal or not ideal?

Use the box below to brainstorm ideas about your ideal customer profile — but remember, nothing is final until marketing, sales, and your customer data have all been consulted.