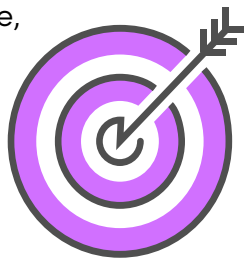


Define your IDEAL CUSTOMER PROFILE

WHAT

The Accounts You Should Focus on

An Ideal Customer Profile is a description of a fictitious account which gets significant value from your product or service, and provides significant value to your company.



HOW

1. Look At Your Happiest Customers

Find the common attributes of your happiest customers, e.g. revenue, number of employees, type of business, web technologies in use, geography or sales signals that occurred right before they became your customers.

2. Find Willing, Ready and Able Customers

Don't focus on a company where:

- the decision makers haven't realized they have a problem they can solve or an opportunity they can seize with your offer.
- the potential customer doesn't want or can't invest both time and money into getting up to speed with your product.
- there's no budget or support from the decision makers.

3. There's No Universal Ideal Customer Profile

Evaluate if the company profile you've chosen as ideal still looks the same or if you have to tweak the description every 6th and 9th month.

WHY

Maximize Your Resources

Defining your ideal customer profile helps you maximize the relevance of your marketing and the results of your sales efforts.

Increase Your Customer's Estimated Lifetime Value

Don't sell to someone without success potential in using your product or service. A poorly satisfied customer takes a lot of time from your customer success team and might end up costing your company more than it pays.



FINALLY

Your Ideal Customer Profile is King

Your ideal customer profile should dictate how you improve the product or service you offer, the wording your sales and marketing teams use towards prospects and customers and how, when and where you try to reach them.