



Edison

**Ideal Customer Profile
January 2014**

Ideal Customer Profile

1. The characteristics and business dynamics of your target customer
2. Gives focus – who you are choosing to do business with
 - Plenty of customers may choose to do business with you, but that does not mean they are right for your business
 - ICP defines your target customer at an account level
 - Buyer personas are at an individual level (personas come after ICP)
3. Drives your entire go-to-market strategy from territory design to qualification disciplines to what is sold and how.

Elements of an Ideal Customer Profile

Sample Characteristics	Defined as...
Segment	Is your target customer in Enterprise, Mid-Market and/or Small Business segments? Draw lines between each and specify the segment(s) into which you will sell.
Industry	The vertical industries representing the best revenue potential in a segment.
Geography	The specific geographies where you are selling, e.g., North America, specific/select countries in Europe
Volume drivers	Specify revenues and other quantifiable dynamics indicative of large and consistent budget allocation towards investments in your solutions. e.g., social marketing presence and number/size of owned social accounts (fans, followers, etc.) indicates demand for digital engagement solutions. Website traffic is another volume indicator, as is digital advertising spend.
State of business	Indicates strategic initiatives or imperatives (things happening in the business or industry) that can be addressed by your solution.
Buyer titles	Specify titles of the target buyers and influencers to whom you are selling.
Hurdle	Volume drivers are an indicator of willingness to spend and value the customer will place on your solution. The hurdle is essentially a minimum deal size specified for each segment, i.e., you will not sell a deal within a certain segment below a certain MRR/ACV.

Ideal Customer Profile Template

Characteristics	Enterprise	Mid-Market	Small Business
Industry			
Geography			
Volume drivers			
State of business			
Buyer titles			
Hurdle			