Ideal Customer Profile (ICP)

Customers that gets most value from us

Ideal Customer

Customers that we get the most value from
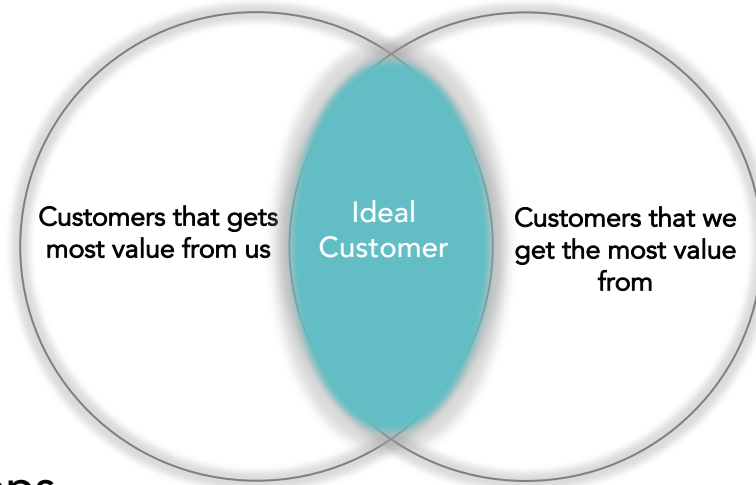
Key stakeholders

- ☐ Sales
- ☐ Marketing
- ☐ Finance
- ☐ Services
- ☐ Customer Support

Key Steps

① Identify key customers	**②** Engage key stakeholders	**③** Create Ideal Customer Profile	**④** Integrate into All Activities	**⑤** Monitor and Adapt
• Identify the top 20% of your customers and look for common characteristics • Analyze: • Annual Revenue • Average Contract Value • Lifetime Value • # seats/licenses	• Identify representatives from marketing, finance, customer success, customer support, services and anyone else that needs to be aligned with your ICP • Invite them to participate in the process.	• Work with your stakeholders to create an ideal customer profile based on the attached template	• Share the ICP internally across functions • Use ICP to guide sales and marketing initiatives • Integrate ICP into sales training • Use ICP to help score opportunities	• Compare wins/losses to the ICP • Track all characteristics including profitability metrics • Monitor market developments for factors that could influence your ICP • Adapt as needed

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Ideal Customer Profile Example
Use this tool to identify your ideal customer; and also to analyze potential prospects for fit.

Characteristic	Description	Ideal Customer	Prospect Fit 1= not at all 5= perfect fit
Demographic	Company type: B2C. B2B, B2B2C Company size: $, employees, valuation Location Industry segment	B2B $50 - $500M North America Tech	4
Business Need	Critical business issue. Why do they need our solution? Compelling reason for change now? Do they have key roles? Buyer identified?	Slow growth Layoffs – need to act CEO lead with CMO/CRO + Business Unit Head	4.5
Business Context	Current financial situation: profitability, credit history? What is their vision? What is their strategy? E.g. leader, low-cost, copy fast	Still profitable. Want to transform and deliver the most value to their customers	4
Behavioural	Risk Attitude: risk averse, calculated risk, risk taker Why did they choose us? Who are they influenced by: analysts, peers Culture: easy to work with	Calculated risk taker. Looks to analysts and other customers. Open to change. Wants someone that understands their business, and is a partner.	3
Environment	Technology environment: hardware, software Technology competence/skills	Salesforce, SAP, Have some competence but need help	2
Profitability	Expected Customer Lifetime Value (CLV) Expected Customer Acquisition Cost (CAC) Length of the sell cycle Potential for growth within the company Potential to be an advocate E.g. reference, case study	CLV $2M. Average contract $50K CAC between $1K - $5K Sell cycle: 1 - 3 mo; upsell = $100K/yr Candidate for case study, reference	4
Total Score	Maximum score 30	20-30 = Priority Prospect 15 - 20 = Subpar Fit < 15 = Not a Fit	21.5

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