

What's Your Ideal Customer Profile?

If you're trying to ask all the right questions and put yourself in the shoes of who you're selling to - you've come to the right place. So, how can you determine your ICP? Turn to your current customer base as a starting point and go from there.

Name your top 3-5 most profitable clients whom you're working with currently and answer each of the following questions.

1. What problem are you solving for them?
2. How long have they been with you?
3. What's their company size?
4. Which industry or vertical do they belong to?
5. What is the company revenue?
6. How much are they willing to spend on a solution like yours?
7. Are they facing any challenges with the current version of your product/service?
8. What else were they evaluating before they found you?
9. What impact or change has your product brought about since the time they started with you?
10. How long did it take before they started seeing an impact from your product?

PS: Look at your other clients (top 10 - past and present), find out who your company's contact person was/is, and research them on social media to understand their behavior and challenges. You can even reach out to your customer success team to help you out with research. By the end of your efforts, you should have answers to these questions -

1. What other tools do you use?
2. Who was the decision-maker for this product?
3. What do you do here? What are the skills required to do your job?
4. How is success measured for your role?
5. Are there any sites/publications that you frequently visit to get information for your job?
6. How long did it take to implement our solution?
7. What's your vendor hiring process? Do you use an agency or an online database?
9. What are your major pain points?
10. How did you hear about us? What convinced you to work with us?

