

# DEFINING YOUR IDEAL CUSTOMER PROFILE



To define your ideal customer profile (ICP), have your sales, marketing, and customer success teams sit down and review what makes a company successful with your product or service.

## Part 1: Named Accounts

Create a list of customers that have been exceptionally successful with your solution.


In a perfect world, which companies would you like to turn into customers?




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## Part 2: Characteristics of Your Ideal Customers

Look at the customers and target accounts you named above. What characteristics do they have in common that make them a good fit?

<b>Industries/verticals</b>	
<b>Size</b>	<b>Geography</b>
<b>Budget</b>	<b>Annual revenue</b>

### Other Factors to Consider

- Technology they use
- Number of employees in a particular department
- Size of their customer base
- Level of technology maturity

### NOTES

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## Part 3: Define Your ICP

Now it's time to put all this information together and define your ideal customer profile.

**Example:** Our ideal client is a B2B SaaS company in the U.S. or Canada that has a customer service team of at least 10 people and ARR of at least \$20 million. Their customer base is made up of small and medium businesses that require significant hands-on training and support.

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