

CUSTOMER PROFILE

Profile the ideal customer for the business and use the ICP 5 Abilities **page2** to prioritize.

DON'T FORGET TO DISCARD THE GUIDANCE IN RED

Generic Description	<ul style="list-style-type: none"> • <i>(Describe the average type of customer that the business receives for the marketing campaign product or service)</i> • Description for a computer seller – Customer comes in early afternoon, spends a lot of time (at least 30mins) looking at and testing products etc.
Demographics	<ul style="list-style-type: none"> • <i>(Typical age, Gender, Average annual income, Occupation, Relationship status, Address/ location, Level of education)</i> • 25 – 30 years old • £30,000 • White collar worker – IT, Project Management • Single • London • University graduate with a Bachelors degree or above • Etc.
Behaviors	<ul style="list-style-type: none"> • <i>(How does the customers behave when using the products or services? Does the customer have any specialist skills or experience that helps them use the product or service? What are their hobbies and interest?)</i> • Very serious when it comes to technology • Tech savvy • Prefers Android to apple devices • Outgoing, social, and uses social media often especially to post their social outgoings • Interested in playing guitar, Xbox and PlayStation gaming • Etc.
Goals/ Motivators	<ul style="list-style-type: none"> • <i>(Are their personal goals that influence the customer to purchase your products and services? What drive the customer to use or purchase your products or services?)</i> • Learning how to remodel gaming computers • Increase how quickly and effectively he does his project work • Etc.
Needs	<ul style="list-style-type: none"> • <i>(What is most important to the customer? Why do they purchase your business products or services?)</i> • Being able to use the latest Microsoft and Project Management software on his computer • Having the best computer on the market • Etc.
Challenges	<ul style="list-style-type: none"> • <i>(What challenges, risks, or issues does the customer face in using or trying to purchase your products or services? What challenges do customers face in the industry? What concerns does the customer have about the business and its products or services?)</i> • Technology is always changing especially project management software • Purchasing a reliable laptop without reviews • Etc.
Marketing	<ul style="list-style-type: none"> • <i>(How will the business market to customers?)</i> • Email marketing the best products • Loyalty cards to earn points and get discounts • Online and seasonal promotions • Etc.
Channels	<ul style="list-style-type: none"> • <i>(What are the best channels to reach the customer?)</i> • Email • Website • Loyalty cards (physical and on the App) • Etc.

Use the below to score and prioritize your customers. The business should spend its marketing effort targeting customers that are a complete and workable fit as they are most likely to be converted into buying products and sales.

- **NEED** for your product or service?
- **TIME** to deploy and get the benefit from your offering?
- **SUCCESS** experience in your solution area?
- **BUDGET** to deal with the unexpected?
- **WINNERS**, who get a personal benefit when you win?

[Image Source](#)

Ideal Client/Customer Profile (ICP)



	No Fit	Workable Fit	Complete Fit	Score
Need	The prospect doesn't acknowledge the problem you solve. 0	The prospects acknowledge the problem but don't consider a solution a priority. 1	The problem exists and prospects are searching for a solution. 2	
Time	Success can't be achieved by the prospect's or your deadline. 0	There is time to deploy your solution but little to no buffer. 1	There is time to deploy your solution and there is buffer for the unexpected. 2	
Success	The prospect has no direct or related success in this area. 0	Prospect has no relevant success but knows they're hiring you to learn. 1	Prospect has relevant experience necessary to assess your performance. 2	
Budget	Client/Customer cannot afford your solution and has no buffer for error. 0	Client can afford your profitable solution but has little to no buffer for error. 1	Client can afford your profitable solution and has buffer for the unexpected. 2	
Winners	Can't identify personal wins for Decision Makers and Influencers. 0	Personal wins are clear but Decision Makers or Influencers lose if you win. 1	Personal wins identified for all Decision Makers and Influencers. 2	

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Total Score

[\[Insert Company Website Link\]](#)