

Profiling your Ideal Customer



DEMO-
GRAPHICS

JOB TITLE:

LOCATION:

SECTOR:

EDUCATION:

CUSTOMER
NEEDS

Goals, Values, Ideals?

Challenges, Blockers?

SOURCES OF
INFORMATION

Online - social media, web, groups

Offline - events, networking, books

FORECAST
RESPONSE

Likely sales objections? What role do they play in the sale?

TRUSTED
ADVISOR

How can you add value or share insights? Make your customer look good?