

Ideal Customer Profile Template

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Company size Number of employees	Location Town, City or Country	Company type Private, Public, Charity	Business sector What is the ideal business sector?
...	...	...	...
Annual company revenue Sales Revenue in £	Decision makers Who are the ideal decision makers?	Recent leadership changes This may help the sales process	Current pain points In order to make your product or service most relevant
...	...	...	...
Technology used In order to make your product or service most relevant	Additional information (common characteristics, strategies, goals) What makes the prospect perfect for your product or service		