

IDEAL CUSTOMER PROFILE TEMPLATE EXAMPLE

Following the instructions from the steps in this [link](#), use this template to fill out the Information about your ICP.

OPERATIONS

What elements of their operation affect your operation?

Their technology

Hubspot, Salesloft

Sales Cycle

3-6 months

Risk Tolerance

High

Policies

Decentralized Procurement

PAIN POINTS

What challenges hurt the most for your ICP?

Supply Chain Disruptions

Complex Buyer Journey

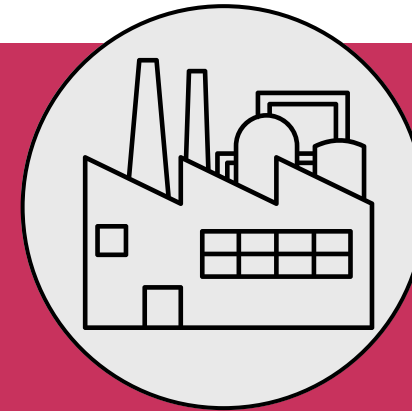
Losing Tribal Knowledge

High costs

JOBS TO BE DONE

What are the goals of highest priority to your ICP?

- Streamlining production processes
- Reducing Costs
- Increasing Product Innovation
-
-



COMPANY OVERVIEW

What are the demographics that define your Ideal Customer?

Manufacturing Type

<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Discrete	Process	Repetitive

Manufactured Products

<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Consumer Goods	Consumer Durables	Capital Equipment

Manufacturing Process

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MTS	MTO	MTA
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
CTO	ETO	MaaS

Cost and Volume

<input checked="" type="radio"/>	<input type="radio"/>
High Cost Low Volume	High Volume Low Cost

Company Stage

Mature

Geography

Central Europe...

Annual Revenue

€1.5 million

Sub-industries

Medtech, Energy, Chemicals...

Funding

Private, venture backed...

Company size

50-1k

MANUFACTURING INDUSTRY

The CRM redefined for B2Bsales MEMBRAIN

PEOPLE

Who are the most Important people and what are they like?

Stakeholders

CEO, VP of Sales

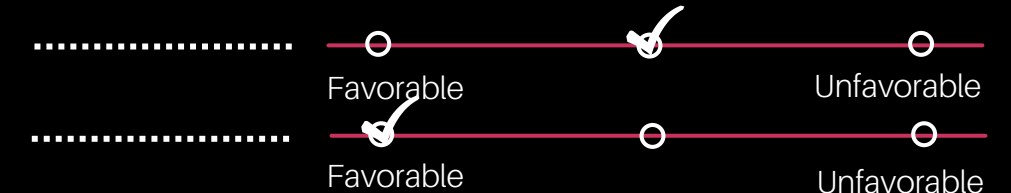
Inbound Job Titles

Product Manager, COO

Decision Influencers

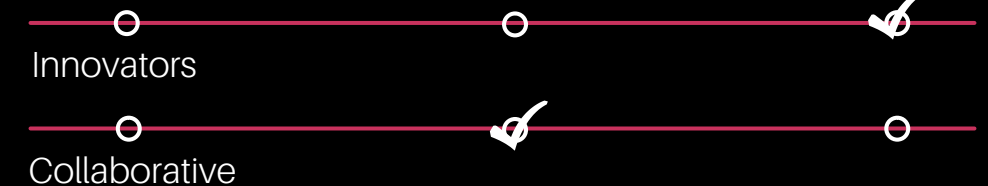
WHO

INFLUENCE



COMPANY PERSONALITY

What traits define your Ideal company?



"Our vision is to be a game-changer in the manufacturing industry, delivering exceptional products and services that exceed our customers' expectations."

Quote from Ideal Customer

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MANUFACTURING INDUSTRY

The CRM redefined for B2Bsales 

OPERATIONS

What elements of their operation affect your operation?

<input type="text" value="Their technology"/>	<input type="text" value="Sales Cycle"/>
<input type="text" value="Risk Tolerance"/>	<input type="text" value="Policies"/>

PAIN POINTS

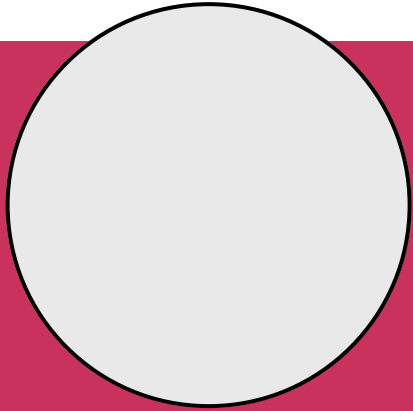
What challenges hurt the most for your ICP?

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

JOBS TO BE DONE

What are the goals of highest priority to your ICP?

-
-
-
-
-



COMPANY OVERVIEW

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Company Stage

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Geography

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Sub-industries

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PEOPLE

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WHO		INFLUENCE
.....	<input type="checkbox"/>
.....	<input type="checkbox"/>

COMPANY PERSONALITY

What traits define your Ideal company?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
.....

