



IDEAL CUSTOMER PROFILE (ICP) TEMPLATE

STANDARD CRITERIA

Account	1:	2:	3:	4:	5:	6:	7:	8:	9:	10:
Sub-industry										
Location										
Revenue, \$										
Team size										
Why did they choose our company?										
Strategic goals related to our product/service										

NON-STANDARD CRITERIA

Marketing/Tech Stack										
External expertise										
International branches										
Running paid acquisition										

BUYING COMMITTEE

Champion (job role)										
Age										
Goals										
Concerns/objections during sales process										
Factors that influenced on purchasing decision										
Stage when joined the sales process										
Publicity/social media activity										
Linkedin profile										
Decision maker (job role)										
Age										
Goals										
Concerns/objections during sales process										
Factors that influenced on purchasing decision										
Stage when joined the sales process										
Publicity/social media activity										
Influencer (job role)										
Age										
Goals										
Concerns/objections during sales process										
Factors that influenced on purchasing decision										
Stage when joined the sales process										
Publicity/social media activity										
Blockers (job role)										
Age										
Goals										
Concerns/objections during sales process										
Stage when joined the sales process										
Publicity/social media activity										
Factors that influenced on purchasing decision										