



Practice Activity

Create an ICP for a Company

Objective:

Create an ICP for a company.

Instructions:



Fill in the details for each section included below.



After you are done, review and adjust the templates.

1. Company Overview

Industry: Describe the industry the target companies operate in.

Company Size: Number of employees or annual revenue.

2. Role within the Company

Key Decision Makers: Identify the roles and job titles of the decision-makers (e.g., CTO, Marketing Director).

3. Business Characteristics

Products/Services: Outline the main products or services the company offers.

Challenges and Pain Points: Detail common industry-specific challenges the company faces.

4. Purchasing Process

Buying Cycle: Describe the typical purchasing timeline and decision-making process.

Influence Factors: List factors that influence purchasing decisions (e.g., cost, efficiency, ROI).

5. Technology and Tools

Current Tools: List the technologies and tools currently in use.

Compatibility Needs: Describe compatibility requirements for integrating new products or services.

6. Geographic Information

Location: Specify the primary geographic locations of the target companies.

When you're ready, return to the e-learning module to continue your learning journey.