

CUSTOMER PROFILE LABEL

PEOPLE SURVEYED

ADOPTION CURVE

Early Adopters

Early Majority

Late Majority

Laggards

| CUSTOMER DESCRIPTION | PRODUCT / COMPANY FIT | SALES AND MARKETING | ROLES/TITLES | EARLY ADOPTER SIGNS |
|----------------------|------------------------------|---|---|--|
| THEIR NAMES | NEEDS FIT PRODUCT FEATURES | MARKETING CHANNELS (WAYS TO ACQUIRE CUSTOMER) | DECISION MAKER (MAKES THE CALL) | THEY HAVE A PROBLEM WE CAN SOLVE |
| INDUSTRY | FIT COMPANY CORE VALUES | COST TO ACQUIRE CUSTOMER | ECONOMIC BUYER (WRITES THE CHECK) | THEY UNDERSTAND THEY HAVE A PROBLEM |
| DEMOGRAPHICS | COST TO ADAPT TO THEIR NEEDS | ESTIMATED SALES CYCLE (TIME TO ACQUIRE CUSTOMER) | INFLUENCERS (SPEAKS FOR THE PRODUCT) | THEY ARE ACTIVELY SEARCHING FOR A SOLUTION |
| BEHAVIORS | TIME TO ADAPT TO THEIR NEEDS | RECURRING CUSTOMER (WILL THEY PURCHASE AGAIN) | END USERS (WRITES THE CHECK) | PROBLEM IS PAINFUL ENOUGH THEY HAVE HACKED A SOLUTION |
| NEEDS/GOALS | NEEDS FIT TEAM SKILLS | LIFETIME CUSTOMER VALUE (ESTIMATED CUSTOMER VALUE) | SABATOGERS (SPEAK AGAINST PRODUCT) | THEY CAN QUICKLY ACQUIRE DOLLARS TO PURCHASE |
| SCORE | SCORE | SCORE | SCORE | SCORE / TOTAL |