

Ideal Customer Profile Checklist

1	Choose one market segment	<input type="checkbox"/>
2	Select top-10 clients from this segment	<input type="checkbox"/>
3	Fill in the ideal customer profile template	<input type="checkbox"/>
4	Define the buying committee members and collect public info about them	<input type="checkbox"/>
	<p>i. The easiest part here is to collect the data as sex, age, location, job role, industry. On LinkedIn, you can simply open profile and scrape the data.</p> <p>ii. Besides this information, I also highly recommend collecting the data as:</p> <ul style="list-style-type: none"> ❖ Websites you customers are sharing content from on their profiles. This will give you an idea where you can apply for guest posting or cooperation. ❖ Influencers with whose content do they engage. This will provide you an idea with whom you should start to build relations. ❖ Communities where do they contribute. The same as websites you can use these communities for cooperation, contribution, and content distribution. 	
5	Analyze the buying process	<input type="checkbox"/>
	<p>i. Interview sales team asking questions like:</p> <ul style="list-style-type: none"> ❖ What were the goals of every buying committee member they wanted to achieve with our product? ❖ What concerns or objections did you face during the sales process? At what stage did the objections appear, and why? How did you handle the concerns? ❖ What factors influenced the purchasing decision of every buying committee member? <p>ii. Analyze emails and sales calls</p> <p>iii. Run in-depth customer interviews</p>	



6	Enrich ideal customer profile with in-depth customer interviews	<input type="checkbox"/>
	Here is a list of questions you'd ask during your survey.	
7	Define ideal customer profile from existing data	<input type="checkbox"/>