

Identifying and Finding your Ideal Customer

B2B

“People don't buy from you because they understand what you do... they buy from you because you understand what they do.” Lincoln Murphy

Who are your best customers today?

- 1.
- 2.
- 3.
- 4.

What do they have in Common?

Customers you wish you hadn't sold to:

- 1.
- 2.
- 3.

Why are they a challenge?

Firmographics:

Industry:

Number of Employees:

Company Revenue:

Geography:

Titles:

Lifecycle stage:

Who are their customers:

What problem do you solve for them?

