

# IDEAL CUSTOMER PROFILE

## FIRMOGRAPHICS

Industry: \_\_\_\_\_

Location: \_\_\_\_\_

Annual revenue: \_\_\_\_\_

No. of employees: \_\_\_\_\_

Budget: \_\_\_\_\_

No. of branches: \_\_\_\_\_

Company age: \_\_\_\_\_

## PAIN POINTS

What are their biggest pain points that your product can solve?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

What are their short- and long-term goals that your product helps them accomplish?

Short-term:

\_\_\_\_\_

Long-term:

\_\_\_\_\_

## BUYING PROCESS

How did they research before purchasing?

\_\_\_\_\_

Why did they decide to buy your product?

\_\_\_\_\_

How many decision makers are involved?

\_\_\_\_\_

Do they require someone's approval?

Yes / No

If yes, whose? \_\_\_\_\_