

2025

Ideal Customer Profile (ICP) Template

How to Use This Template:

- **Gather Your Team:** Collaborate with sales, marketing, and any other client-facing teams.
 - **Fill in the Blanks:** Work through each section, providing specific details about your ideal client.
 - **Be Specific:** Avoid vague answers. The more detail, the better.
 - **Prioritize:** Identify the most critical ICP characteristics.
 - **Refine and Iterate:** Your ICP should be a living document, updated as needed.
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1. Company Demographics

- a. **Industry:** (e.g., Legal, Accounting, Marketing)
- b. **Company Size:** (e.g., 10-50 employees, \$1M - \$5M annual revenue)
- c. **Location:** (e.g., Primarily US-based, Global)
- d. **Years in Business:** (e.g., 5+ years, Established)
- e. **Growth Stage:** (e.g., Startup, Growth-focused, Mature)

2. Challenges and Pain Points

- a. **Primary Business Challenges:** (e.g., Inefficient processes, Difficulty attracting new clients, Poor client retention)
- b. **Specific Pain Points Related to Our Services:** (e.g., Lack of sales and marketing alignment, Ineffective CRM implementation, Difficulty measuring ROI)
- c. **Consequences of These Challenges:** (e.g., Lost revenue, Increased costs, Stressed employees)

3. Goals and Aspirations

- a. **Key Business Objectives:** (e.g., Increase revenue by 20% this year, Expand into new markets, Improve client satisfaction)
- b. **How Our Services Help Achieve These Objectives:** (e.g., Streamline operations, Improve lead generation, Enhance client communication)
- c. **Desired Outcomes:** (e.g., Increased efficiency, Higher profitability, Stronger brand reputation)

4. Decision-Making Process

- a. **Key Decision Makers:** (e.g., CEO, Managing Partner, Marketing Director)
- b. **Influencers:** (e.g., Department Heads, IT Manager)
- c. **Decision-Making Process:** (e.g., Collaborative, Top-down, Consensus-driven)
- d. **Evaluation Criteria:** (e.g., ROI, Cost, Ease of Implementation, Vendor Reputation)

5. Values and Culture

- a. **Company Values:** (e.g., Client-centric, Innovative, Collaborative)
- b. **Cultural Alignment with Our Values:** (e.g., Do they value KINDness, HUMAN connection, PROFESSIONALism?)
- c. **Communication Style:** (e.g., Formal, Informal, Direct)