

Ideal Customer Profile

D

DOLLAR POTENTIAL

Would the prospect be able to spend a significant amount of money if they were motivated to do so? This is quite purposely not the same as asking have they just put out a big RFP to bid on, but rather, very simply, *are there dollars in the organization* or available to it?

A

ACCESS & CREDIBILITY

Can you gain access to the Decision Maker or key Decision Influencers in the organization and do you have or can you gain credibility in their eyes? In some organizations, it's virtually impossible to get the access and credibility you need, in others it's a breeze (but they may not have the best dollar potential!). Among the best prospects, the question usually comes down to: *what must I do in order to gain access and establish my credibility and am I willing to do it?*

P

PRODUCT FIT

Is it likely they have needs that match-up with the product or service you sell?

Va

VALUE-ADDED FIT

The other kind of fit is just as important. From what you can tell, will they value the things you bring beyond the core product? Will they pay more for the things you do better than anyone else in your space? A caution: you can't simply recite your list of capabilities and see if one turns 'em on; you have to *probe for genuine needs* and then *demonstrate how your capabilities benefit the prospect*.

L

LEVERAGE

If you were successful in converting this prospect, would it *open the door to lots of other business opportunities for you*? Could you 'leverage' that success into other successes? Could it be a source of *referrals and recommendations*? Could it lead to business from other departments or divisions of the same firm? Would it create a 'beachhead' for you in an entirely new category? Would successful dealings with this prospect put you on a fast learning curve so that you'd be better able to handle a similar prospect? Is this prospect clearly a leader whose moves are emulated by others? Would adding this name to your customer list make a big impression on other potential prospects?

Y

YOUR PERSONAL REASONS AND YOUR PERSONAL FEELINGS

What factors create the Ideal Customer for you *personally*? Think about personality, values, work style, types of needs to be filled, industry preferences, specialized knowledge and experience. Your personal conviction about targeting this prospect is important. Is there a fire burning somewhere inside you that says that you really have a lot to offer this prospect and that you really want to help? If so, your chances of success are greatly improved.