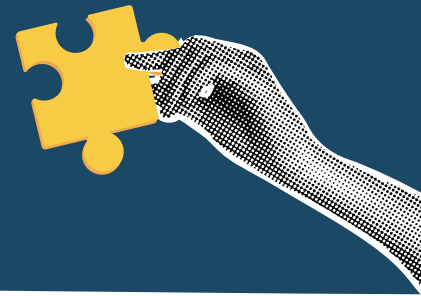


[Template]

Developing Your Ideal Customer Profile (ICP)

Use the following charts and fill-in-the-blank templates to inform and build a strong ICP.



STEP 1: ANALYZE YOUR CLOSED-WON ACCOUNTS

We've provided the most common firmographic and technographic attributes with sub-categories for you to analyze the composition of your closed-won accounts.

Tip: If the company size, technology used, industry, geography, or revenue sub-categories don't fit your organization, feel free to erase and replace them.

CWA = Closed Won Accounts

Company Size	CWA(%) (all attributes should add up to 100%)
Total %:	0

Technology Used	CWA(%) (all attributes should add up to 100%)
Total %:	0

Industry	CWA(%) (all attributes should add up to 100%)
Total %:	0

Geography	CWA(%) (all attributes should add up to 100%)
Total %:	0

Revenue	CWA(%) (all attributes should add up to 100%)
Total %:	0



STEP 2: BUILD YOUR ICP CHART

Here, you should now be able to focus on a few traits of your closed won data. Take your top ranking group of attributes and put them in this chart. For example in company size, if 25% of your closed won accounts came from the US and 24% came from the UK, include 'US and UK' in the geography row.

	Top Closed Won Attributes (ICP)
Company Size	
Industry	
Revenue	
Technology used	
Geography	

STEP 3: NARRATE YOUR ICP FOR WIDESPREAD ADOPTION

Now, it's time to break this information about your ICP into language everyone at your organization can understand. This will help you get buy-in from different teams and create a story around what types of accounts you'll be pulling for your target account lists. Just fill in the blanks with the information from your ICP chart.

At, _____ our ideal account is a _____ with
YOUR organization *industry*
_____ located in _____. Their tech stack consists of
company size *geography*
_____ and they have an ARR of _____.
technology *revenue*



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