



SALES ACTIVATION GROUP

Ideal Prospect Profile Questions and Rationale

Below are thought prompters to lead you to create a one-page cheat sheet containing the details of what your ideal client looks like. This will also help you frame some key value proposition statements from your prospect's perspective. Use this to create a succinct description you can share with others. NOTE: 'we help everyone' is not acceptable. Be specific.

Industries or Verticals you are targeting:

List clients you are already working with

List others you should target. Why those?

Company size parameters:

of employees?

of locations? Is the location of Corporate headquarters important? Why?

Annual revenues?

Geography:

Do you have geographical needs for expansion? Where?

What geographic limitations do you have?

Ideal contact's seniority level:

Who do you receive orders from?

Who is involved in their decision making process?

Who else should you know? Decision influencers?

Current use of products:

Which of the products/services you offer do they currently purchase?

Which competitor are they working with? Why them?

How you are different, why they would want to meet with you to learn more:

Customization - Do you offer specialized services? Describe those

Explain any expertise you have that others don't

What impact might your geographic coverage have on their business?

In what areas are you more agile and/or flexible than the competition?

Pricing? Contract terms? Delivery?

What else?

How we are similar to the competition, why they should give us a shot at earning their business:

Commodity?

Pricing? Contract terms? Delivery?

Services, product offerings?

Location?

What else?

List all of the problems you solve for your clients: (these are not features/benefits statements)

Example: we have helped _____ increase _____ by ____%. We did this by _____ and _____.

