












IDEAL CUSTOMER PROFILE WORKSHEET

CATEGORY	DETAILS	SOURCE
Firmographics		
 INDUSTRY		
 MARKET SEGMENT		
 GEOGRAPHY		
 COMPANY SIZE		
 TEAM SIZE		
 BUDGET		
Behavioral Insights (Persona)		
 JOB TITLE		
 OBJECTIVES		
 CHALLENGES & PAIN POINTS		
 DECISION-MAKING FACTORS		
 BEHAVIOUR ATTRIBUTES		
Value Proposition		