

# Ideal Company Profiler

**Tool 12.1**

## Characteristics of My Sale

Average Sales Cycle \_\_\_\_\_

Average Sales Amount \_\_\_\_\_

# of Products/ Services \_\_\_\_\_

To Whom I Sell \_\_\_\_\_

How I Get There (Prospecting Method) \_\_\_\_\_

## Ideal Company

Size of Company:

Location:

Currently Using or Doing:

Pain Indicators:

A

B

C

## Market or Industry Issues or Triggers

1.

2.

3.

4.

5.

Who (Title)	Pains	Symptoms or Complaints (Pain Indicators)