

ICP GUIDE - Map out your new ideal customer

Step 1

Ask the questions;

- 1 What is our ICP (Ideal Customer Profile) as of today
- 2 Why do we need to do a change
- 3 What do we want to achieve?

Step 2

Look into all important data aspects of your existing verticals/ICP. Split per vertical and segments below:

- Win-rate
- ACV; Average Contract value
- Value per deal; ACV * win-rate
- Net and gross retention; are we growing these customers over time?
- Number of customers per vertical
- Total ARR per vertical

Step 3

What industries have been affected by covid-19 and what industries need to adapt over the coming years that could open up business opportunities for your product/service?

Step 4

Redefine your verticals based on the previous steps and look into the data aspects once again. What is the full market potential? Too small, too broad or good size?

Step 5

Decide on your ICP.
Verticals + Segments + Geography

Step 6

Get internal commitment by making sure everyone understands why and how to find and engage with them.
Align marketing & sales.

Step 7

Track and follow-up on a weekly basis. Are we creating and closing deals in the right segments? Repeat, repeat, repeat.

Every company is different and the steps may vary, but it's always a good idea to develop from what someone else has already done. Thank you for downloading this guide, we hope it has helped you a few steps along the way.

You're doing a great job - keep it up!

