

Ideal Client Profile (for Business to Business)

Category: _____

	Client 1	Client 2	Client 3	Client 4	Client 5
Business Name					
Decision Makers Name					
What do they buy from you?					
How many employees do they have?					
Estimated Annual Review					
Type of Business <i>retail, wholesale, manuf.</i>					
How are they owned? local, franchise, national, global					

Primary Market <i>Who do they primarily serve?</i>								
Their Primary Product or Service								
Secondary Market <i>Who else do they serve?</i>								
Their Secondary Product/Service								
Age of Company								
Describe their culture attitudes/values...								
Buying Process Simple/complex, Number of decision makers, etc.								
How did they find you? Referral/Advertising/Cold Call/Expo,...								
How much did they spend with you in the last 12 months?								

Ideal Client Profile (for Business to Consumer)

Category: _____

	Client 1	Client 2	Client 3	Client 4	Client 5
Name(s)					
Gender					
Approximate Age					
Marital Status					
Primary Decision Maker <i>Husband/wife, children...</i>					
Family Size					
Age of Kids if Present <i>PreS, K-12, College, Married, etc.</i>					
Occupation of the Primary Decision Maker					
Occupation of the Spouse/Partner					

