

Manufacturer #MarketingMUG Customer/Account Identifier



When you answer these questions, you're defining your ideal Customer/Account, the kind of company you'd most like to work with and who's most qualified to work with you (i.e., who will get the best results)

1. Name Accounts

Create a list of customers that have been exceptionally successful with your solution?

In a perfect world, which companies would you like to turn into customers?

2. CHARACTERISTICS OF YOUR IDEAL CUSTOMERS

Review the list of customers and target account you named above. What characteristics do they have in common that make them a good fit?

Industries	
Size	Geography/Location
Budget	Annual Revenue

Other Factors to Consider

- Technology they use
- Number of employees in a particular department
- Size of their customer base
- Level of technology maturity

3. DEFINE YOUR IDEAL CUSTOMERS

Put all the information together and define your ideal customer profile

4. GENERAL NOTES