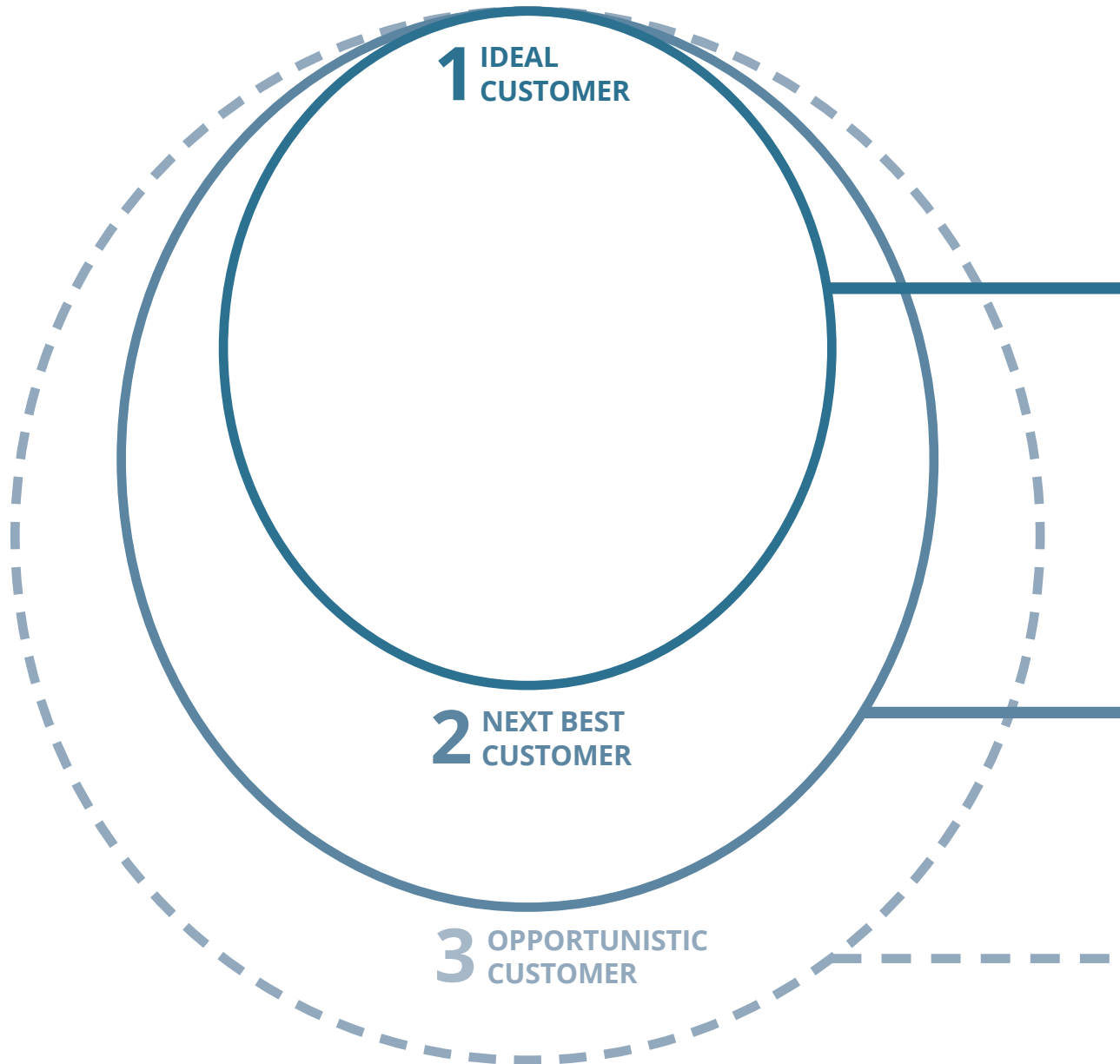


Discuss and align on who you should be selling to:
your ideal and next best customers.



Ideal company size?

of employees? Yearly revenue?
of offices or locations?

1

Any mandatory prerequisite business conditions?

of web dev team members, Uses Pardot, SFDC & Wordpress

Any ideal customer industries?

High-tech, software, retail, etc.

Any precipitating events or corporate life events that commonly occur before customers decide to work with you?

Companies who have made an exec commitment to improving customer service

Who is involved in the buying decision?

Decision-maker: Sales VP
Other stakeholders: IT, Procurement

Starting with the ideal customer definition, which attributes stay the same?

2

Ideal customer: B2B company, yearly marketing budget > \$500,000, marketing team of 1-3

Next best: B2B company, yearly marketing budget \$200,000- \$500,000, has marketing team

Which attributes bump an ideal customer to a next best customer?

Budget, company size, vertical, internal capabilities?

Which attributes bump a next best customer to an opportunistic customer?

3

You shouldn't necessarily build your marketing tactics to reach this group, since opportunistic buyers will by-and-large turn out to be unqualified leads whose pursuit wastes marketing resources.