WORKSHEET WITH THE GUIDE · STOFTOTGROEI.NL

STOF

ICP canvas: our ideal customer profile.

Six steps to an ideal customer profile that marketing and sales actually use. Fill it in with leadership, marketing and sales together, based on your best customers of the past two years.

Before you start

Customer list with revenue, margin, sales cycle and retention (last 2 years)

Lost proposals and customers who left

Date and people involved

STEP 1

Our best customers

- Criteria: value (margin), speed, retention and growth, fitting work, energy
- Top 10 to 20 customers, and why they chose us (in their words)

STEP 2

The pattern

- Sector or niche, size, region, ownership
- How is the organisation set up? (marketing, sales, decision-makers)

STEP 3

Situation and triggers

- Which event made them start looking?
- How can you tell from the outside that it's happening now?

STEP 4

The buying team

- Who experiences the problem, who influences, who decides, who can block?
- What question does each of them have?

STEP 5

Who does not fit

- Signals that an organisation doesn't fit
- Who do we refer them to?

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The test and how we use it

- [ ] Can marketing and sales explain it the same way in two sentences?
- [ ] Are there recognisable organisations that fall outside it?
- [ ] Could we name 20 concrete organisations with it tomorrow?
- [ ] Use: qualifying (sales), topics and channels (marketing), account list, quarterly check (leadership)

Guide: stoftotgroei.nl/en/insights/ideal-customer-profile

Want to check together whether your ICP is sharp enough? Book a free 45-minute introductory call: stoftotgroei.nl/en/introductory-call

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