

DEVELOP YOUR IDEAL CUSTOMER PROFILE (ICP)

A quick-start worksheet to help you identify and target your best-fit customers.

What's an ICP, and why does it matter?

An **Ideal Customer Profile (ICP)** is a detailed description of the type of company or individual that would benefit most from your product or service and, in turn, be most valuable to your business. An ICP outlines the traits of the “perfect fit” customer at an organizational level, particularly in B2B contexts. A well-developed ICP helps streamline marketing and sales efforts, enabling teams to focus on high-potential leads and maximize impact.



Step 1: Demographic & Firmographic Details

Describe the basic characteristics of your ideal customer.

Industry / Sector: _____

Company Size (revenue, employees): _____

Location / Regions Served: _____

Step 2: Customer Challenges & Goals

List the main problems you solve and the results your ICP wants.

Challenges / Pain Points: _____

Goals / Desired Outcomes: _____

Step 3: Buying Process & Decision Makers

Understand who makes the purchase and what drives them.

Key Decision Makers (titles/roles): _____

Buying Influences & Motivators: _____

Step 4: Behavioral Traits

Identify habits and signals that indicate readiness to buy.

Needs Matching Your Offer: _____

Buying Signals: _____

Shopping Preferences: _____

Step 5: Values & Motivations

Pinpoint what matters most to them in making a purchase.

Core Values: _____

Key Motivators: _____

Step 6: Budget & Spending Patterns

Set expectations for price sensitivity and willingness to invest.

Typical Budget: _____

Spending Priorities: _____

Sales Pro Tip:

Develop 3–5 ICPs to cover different product lines or service segments.
Revisit quarterly to refine based on sales data.

Next Steps: Turn Your ICP Into Action

You've mapped out your ideal customer, now let's put it to work. Your perfect customers are out there, let's go find them.

The Middle Six can help!



Schedule a Discovery Call: Personalized support, real strategies, and zero fluff, let's talk about how to move your sales forward.



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