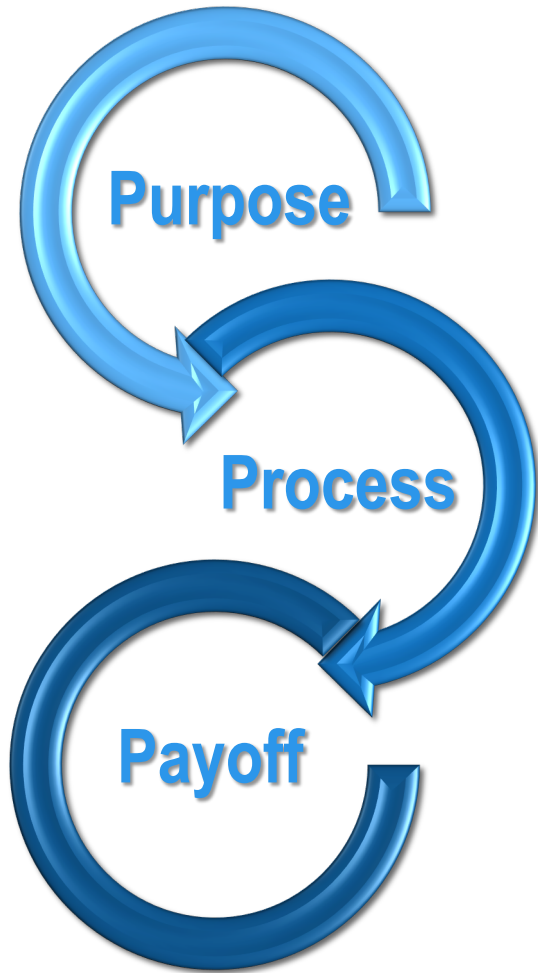




Ideal Customer
Profile-

Not just any deal,
you want ideal

Purpose/Process/Payoff



- Know what an ideal prospect looks like
- Establish an Ideal Customer Profile
- Communicate exactly where and how you want to do business
- Outline who you serve and how you do it
- Create an ideal customer profile
- Discuss who to talk to in the prospects you meet
- Quickly identify true prospects, saving a ton of time
- Create better marketing lists that lead to better results
- Prioritize your selling time
- Close more deals faster

What WinSource Does



We take our 50 years of sales, marketing, and training experience in the staffing industry and boil it down to the priorities and actions that drive results.



We help your team align around clear objectives and teach the skills needed to improve sales performance and strengthen customer relationships.



MARK

- 20 Years in Staffing
- 3 x Business Owner
- Six Sigma Black Belt
- Expert in Sales Methodology
- Trainer, Coach
- Public Speaker
- General All-Around Helper

Get clear on what you offer

Last week- Value Proposition

Your service:

- What it is
- What it does





Who is your customer?

B2B or B2C

Product or Service

Price or Value

Long Term or Short Term

Transactional or Partnership



Narrows the playing field when marketing



Keeps your funnel cleaner



Your recruiters will thank you for it



Your deals will close faster



Helps you create a real targeted list



Predictor of success

Ideal Customer Profile- What it is and why you should care

Current Customer Attributes

What do you see in your best?

Firmographics - Segmentation

- Location
- Size
- Industry
- \$ Volume
- Number of employees
- Structure



Psychographics - Attitudes

- Values
- Attitudes
- Reputation
- Mission
- Business philosophy
- History of business
- How they treat others

Ideal Customer Profile Worksheet

Best Customers	Characteristics-Best	Key Characteristics	Characteristics-Poorest	Poorest Customers
1	2	5	4	3



Customer Attributes

What are the best?

What works?

How do you know?

Ideal Customer Profile Worksheet

Best Customers	Characteristics-Best	Key Characteristics	Characteristics-Poorest	Poorest Customers
1	2	5	4	3



Customer Attributes

What are the worst?

What won't work?

How do you know?

Ideal Customer Profile Worksheet

Best Customers	Characteristics-Best	Key Characteristics	Characteristics-Poorest	Poorest Customers
1	2	5	4	3

Ideal Customer Profile Worksheet

Best Customers	Characteristics-Best	Key Characteristics	Characteristics-Poorest	Poorest Customers
1	2	5	4	3

Example of an Ideal Customer Profile

1) Vertical- Manufacturing, Logistics, Distribution, Warehousing

2) Size- \$5m-400m in annual revenue

3) Within 10 miles of our location, preferably on a public transit line

4) Values temporary help as part of the team and seeks partner relationships over transaction

5) Proven History- Growing or stable and a leader in their field

People Within The Customer

Primary Buyer

User

Influencer

Screener

Advocate

Impacted People

Rubber Stamp Holder

Determine your entry point

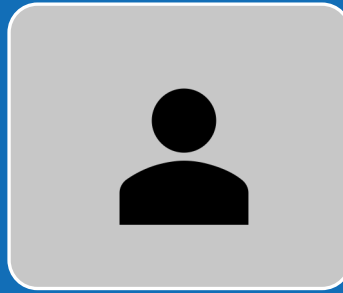


How do you get buyers to buy? Tap into motives.

- How it helps the company
- How it helps the primary buyer
- How it solves the problem

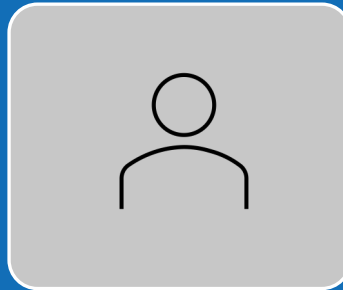


Find the motive



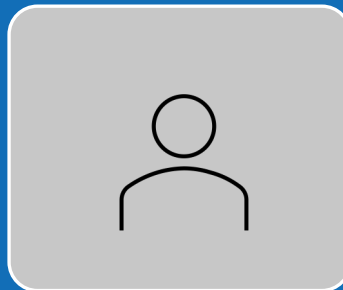
User

- Task Motive
- Personal Motive



Screenener

- Task Motive
- Personal Motive



Advocate

- Task Motive
- Personal Motive

Next Steps

Communication and alignment of ICP

Use your ICP to develop target lists

Review current opportunities and rate them

Revisit opportunities with different entry points

Send us an email - we will send you an entry point worksheet

How WinSource Can Help

- 1) Help you refine and use your ICP
- 2) Help you set up or coach to your sales funnel
- 3) Develop a methodology that will show you how to uncover your buyer's motives quickly and easily.
- 4) Developing an easy to execute sales plan that will bring in more new customers and will result in better efficiency and higher effectiveness of your team.

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