

# COMPANY / CUSTOMER PROFILE



INDUSTRY VERTICAL: \_\_\_\_\_

KEY DECISION MAKER: \_\_\_\_\_

TARGET REVENUE: \_\_\_\_\_

OTHER (                      ): \_\_\_\_\_

HOW ARE THEY CURRENTLY ADDRESSING THEIR NEEDS:

HOW ARE PURCHASING DECISIONS MADE:

WHAT ARE THEIR STRATEGIC GOALS RELATED TO OUR PRODUCT:

ORGANIZATIONAL CHALLENGES AND PAIN POINTS:

WHAT VALUE DOES OUR OFFERING PROVIDE:

WHAT DIFFERENTIATES YOU FROM COMPETITION, OR ALTERNATE SOLUTIONS: