



Ideas360 Checklist: **Identifying Your Ideal Client**

Who is your ideal client? In other words, if you could hand-pick the clients you are seeking, what do they look like? What are their motivations to buy? Where do they seek resources and advice?

This checklist will help you uncover the important characteristics of the ideal client so that your Sales & Marketing team can attract and sell to more of those!

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Your Ideal Client

- () Are you selling B2B or B2C?
- () What is your company's USP (Unique Selling Proposition) - How do you distinguish yourself from the competition?
- () What is the pain point for your product or service?
- () Are prospects passively or actively seeking your solution?
- () Is your product or service a WANT or NEED?
- () Where do your customers currently go to search for your products/services?
What mediums do your customers use for news and/or social media?
- () What is the average customer 'first sale' amount?
- () What is the average customer 'long-term revenue'?
- () What does the ideal customer **LIVE** like?
 - o Demographics?
 - o Marital Status? Age?
 - o HH Income?
 - o Kids?
 - o Geographic Location?
 - o How do they use any disposable income?
 - o Who are their trusted partners?
 - o What kinds of social groups do they enjoy?
 - o What kinds of hobbies do they have?
 - o What kind of entertainment, events, and causes do they support?
- () What does the ideal customer **WORK** like?
 - o Where do they work?
 - o What Industry?
 - o Profession or Job Titles?
 - o Salary?
 - o What kind of networking do they do?
- () Do your customers come to you for one product or service (transactional) or is there a relational component that you can provide to upsell or provide value-added services?

Once you understand the Ideal Client, it's time to take a look at the sales funnel and your Sales & Marketing strategy. Need help? Ideas360 provides strategies for sales-driven marketing.

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