

IDEAL CUSTOMER PROFILE TEMPLATE

PERSONAL DETAILS

Full name	-
Contact number	-
Email ID	-
Address	-
Gender	-
Age	-
Marital status	-
Nationality	-
Additional remarks	-

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PROFESSIONAL DETAILS

Organization name	-
Job title	-
Years of experience	-
Industry sector	-
SIC Code	-
NAICS/OCC Code	-
Annual income	-
Location	-
Additional remarks	-

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BUYING BEHAVIOR

Social media handles	-
Sites most visited	-
Recent (related) purchase	-
Most preferred mode of buying (a specific product or service)	-
Highest attribution to customer service	-
Budget	-
Interest on the type of promotional activity	-
Innovations looking forward to	-

What are the current pain points faced by these leads?

What solutions and other benefits can you provide them with?