

Worksheet #1: Ideal Customer Profile

The *Ideal Customer Profile* worksheet builds on the *Cloud & MSP Service Description* by defining the characteristics of the ideal customer for your cloud and managed services solution. A clear understanding of your ideal customer is a critical component in understanding the value of your solution and will provide the foundation for qualifying prospects and identifying business opportunities. It will also help you to develop a formula for replicating the success of your best customers and will enable you to aim your lead generation campaigns at the most viable sales targets.

1. Please describe the organization of your ideal customer

How large are your typical customers and where are they located?

- A relatively small business of 5 to 25

Your comments:

- A slightly larger company with 25 to 100 employees

Your comments:

- A small enterprise with over 100 employees

Your comments:

What are the characteristics of their organization related to location and mobility?

- They tend to be located in one central site with a remote office or two

Your comments:

- They are distributed around a specific geographic region

Your comments:

- They conduct almost all of their operations from a fixed location

Your comments:

- They have a very mobile workforce as part of their user community

Your comments:

- They have teleworkers who are stationary but operate in remote locations

Your comments:

2. Please describe the decision-making process for your ideal customer

Who is the primary decision maker?

- The decision maker is usually owner and/or CEO and/or within the leadership team of the business

Your comments:

- The decision maker is usually an IT manager who secures funding approval

Your comments:

- The decision maker is never one person or the same person

Your comments:

Describe the influencers and recommenders

- There is one or more IT staff members involved in the decision.

Your comments:

- An ROI analysis is typically performed

Your comments:

- Sometimes, an external consultant is involved.

Your comments:

How long is the average sales cycle from initial contact through a signed contract?

- Less than 45 days

Your comments:

- From 45 days to 90 days

Your comments:

- From 90 days to 6 months

Your comments:

- Longer than 6 months

Your comments:

3. Please describe the monetary value of your ideal customer to your Cloud & MSP business?

- What are the average monthly recurring charges (MRC)?

Your comments:

- What is the average contract term (ACT) current or planned?

Your comments:

- What is the total contract value (MRC x ACT = TCV).

Your comments:

- Now apply the above formula to determine the value of your average customer. How does your average customer's value compare to your ideal customer's?

Your comments:

- Please provide any additional comments here and take as much room as you need...

Your comments:

4. What is the technology aptitude of your typical customer?

Please check the statements below that apply and then answer the questions.

- They are technology savvy and only require occasional support

Your comments:

- They are NOT technology savvy and require a high level of technical support.

Your comments:

- They represent a very profitable revenue stream for your Cloud & MSP business

Your comments:

- They often put a strain on your resources that erodes profitability

Your comments:

- What is the average number of hours/week required to support your ideal customer?

Your comments:

- How does this compare to your average customer?

Your comments:

5. How do you help your customer's business?

What is the business value that you provide to your customers? Which of the following economic benefits were critical in their final decision? Check all that apply.

- Deliver cost savings versus purchased technology and internal staffing

Your comments:

- Improve budget control with a predictable monthly expense for IT

Your comments:

- Increase employee productivity with new automation tools

Your comments:

- Improve customer service with new automation tools

Your comments:

- Provide greater information security and data integrity

Your comments:

- Increase the level of service reliability and availability

Your comments:

- Enable revenue and/or facilitate customer acquisition

Your comments:

- If you offer more than one of these benefits, which one is most critical and why?

Your comments:

- Describe how the key benefit(s) is/are enabled by your cloud & managed service offerings.

Your comments:

6. Why did your best customers select you versus your competition?

Please review the list below and check all factors that applied to their purchase decision. Choose the item or items that best complete the phrase: Your best customers buy from you primarily because....

- You offered the lowest price among similar solutions

Your comments:

- Your solution was the best fit for the customer's business

Your comments:

- Your solutions offered the highest return on investment (ROI)

Your comments:

- Your company featured the widest breadth of products and services

Your comments:

- Your solution represented the most advanced technology

Your comments:

- They valued your presence in the local market

Your comments:

- You provide very strong customer referrals

Your comments:

- They have a great deal of confidence in your service organization

Your comments:

- The depth of your of experience and understanding of their business is solid

Your comments:

- You offered many intangibles such as your honesty and integrity

Your comments:

- You have an excellent reputation in the business community

Your comments:

Congratulations! You have completed **Worksheet #1: Ideal Customer Profile**. This document will serve as a formal written definition of the characteristics of your ideal customer.

The next step in the process of building your differentiated value proposition is to define your target market segment. Please find **Worksheet #2: Target Market Segment** and complete the questions in this worksheet.