



## Ideal Customer Profile Template

Demographics are those known facts about the individual and the business such as:

Age	
Sex	
Ethnicity	
Education	
Income Level	
Home location	
Hobbies	
Years in business	
Corporate structure	
Industry	
Business physical location	
Role in business	
Years in current role	
Shared connections	
Other:	
Other:	

Psychographics are the why behind the buying decision and contribute more to sales success than many sales people realize or appreciate:

Conservative	
Moderate	
Liberal	
Note these are not political descriptions but rather how your ideal customer looks at personal responsibility, personal accountability and life in general/	
Need for status	
Role of money	
Additional beliefs or ethics (moral compass)	
Motivators money, knowledge, etc.	
Risk taker	
Innovator or Forward Thinking	
Other:	
Other:	