

**POTENT®**

# TEMPLATE AVATARS

## [Company Name] - Ideal Customer Profile (ICP) Template

### Company Information:

- a. Company Name:
- b. Industry:
- c. Company Size (employees):

### Geographic Location:

- a. Country:
- b. Region:
- c. City:

### Decision-Maker(s):

- a. Job Title(s):
- b. Department:
- c. Years of Experience:

### Business Needs & Challenges:

- a. Key Objectives:
  - i.
  - ii.
  - iii.
- b. Primary Pain Points:
  - i.
  - ii.
  - iii.

### Current Solutions & Technologies:

- a. Software:
  - i.
  - ii.
- b. Hardware:
  - i.
  - ii.
- c. Services:
  - i.
  - ii.

### Decision-Making Process:

- a. Key Stakeholders:
  - i.
  - ii.
- b. Budget:
- c. Purchase Timeline:



**Preferred Communication Channels:**

- a. Email:
- b. Phone:
- c. Social Media:
- d. Other:

**Instructions:**

Complete the template with the relevant information to create a comprehensive avatar of your ideal B2B customer profile. This will help your sales and marketing teams better understand the needs, preferences, and decision-making processes of your target customers, which in turn will enable you to create more effective marketing strategies, messaging, and sales pitches.



## Decision-Maker Avatar - Ideal Customer Profile (ICP) Template

### Demographic Information:

- a. Name:
- b. Age:
- c. Gender:
- d. Education:
- e. Job Title:
- f. Department:
- g. Years of Experience:
- h. Industry:

### Psychographic Information:

- a. Goals & Aspirations:
  - i.
  - ii.
  - iii.
- b. Frustrations & Challenges:
  - i.
  - ii.
  - iii.
- c. Values & Beliefs:
  - i.
  - ii.
  - iii.

### Personality Traits:

- a. Myers-Briggs Type Indicator (MBTI):
- b. Dominant Character Traits:
  - i.
  - ii.
  - iii.
- c. Communication Style:
- d. Decision-Making Style:

### Preferred Communication Channels:

- a. Email:
- b. Phone:
- c. Social Media:
- d. Other:

### Hobbies & Interests:

- a. Professional Interests:
  - i.
  - ii.
- b. Personal Interests:
  - i.
  - ii.



## Influencers & Information Sources:

a. People:

i.

ii.

b. Publications & Websites:

i.

ii.

c. Conferences & Events:

i.

ii.

## Instructions:

Complete the template with the relevant information to create a comprehensive avatar of your ideal B2B decision-maker. This will help your sales and marketing teams better understand the needs, preferences, and decision-making processes of your target decision-makers, which in turn will enable you to create more effective marketing strategies, messaging, and sales pitches tailored to their unique characteristics.

# POTENT®

# THE BRAND SPRINT™

## WANT SOME HELP?

Strategically redefine your brand, core offer, message and marketing strategy to put your business in a solid position for sustainable sales growth.

Phase 1: THE STRATEGY & POSITIONING

Phase 2: THE PRODUCT, SOLUTION & CORE OFFER

Phase 3: THE BRAND NARRATIVE & MESSAGING

Phase 4: THE VISUAL IDENTITY

Phase 5: THE DEMAND-GEN & MARKETING ROADMAP

Oh, and we'll be done in 40-days.

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