

The Real-ICP One-Pager

Find the ICP your own deals prove. Evidence in, verdict out.

Why this exists

Most softness in conversion starts upstream: too many deals were never a fit. A blank template just asks you to guess again. This sheet works the other way. Start from the deals you have actually won and lost, score the segments they reveal, and get a clear pursue-or-walk-away call. The pipeline should end up smaller and better at the same time.

How to use it

1. Evidence first. Write down a few deals you genuinely won and why the buyer bought, a few you lost or churned and why, your deal size and cycle, and one activation or delivery signal if you have a product. Do not score on opinion.
2. Score each candidate segment 0 to 3 on Fit, Trigger, Value and Proof, then subtract 0 to 3 for Friction.
3. Band the net score into a verdict, and write the disqualifiers your own losses prove.

The scoring spine

Driver	What a 3 looks like (score 0 = absent, 3 = strong)
Fit	Profitable, repeatable similarity to deals you win: win rate, margin, retention, expansion. Not logo glamour.
Trigger	A clear why-now: funding, a hire, a reorg, a new mandate. No trigger pattern means no real segment.
Value	Evidence the account will realise value: fast time-to-first-value, sensible delivery effort, real activation.
Proof	You can clear the proof this buyer needs (pilot, ROI case, peer reference) with what you have today.
Friction (subtract)	Procurement, security, integration, data readiness, service burden. The harder to land and serve, the more you subtract.

Verdict bands: **Green** pursue now (high fit and trigger, value and proof in reach, low friction). **Amber** pursue only if a named condition is met. **Red** disqualify or nurture elsewhere.

The decision sheet

Segment + economic case	Why-now trigger	Buying group + proof path	Value markers	Walk-away rule	Verdict
Example. Seed-stage data infra, founder-led sales. We win on technical depth; high retention.	Raised a seed round and made first GTM hire.	Champion = founder. Proof = a 2-week pilot on real data.	Activates inside 14 days; low support burden.	No technical sponsor, or wants a fixed bid before a pilot.	GREEN

Anti-ICP. Drawn from your losses, not theory.

Who looks tempting but your own lost and churned deals say you should not sell to. Write the rule a rep could put straight into the CRM (for example: "no named technical sponsor by the second call = disqualify").

This is the DIY version. 5 Days to Scale turns it into a board-ready GTM blueprint and a 90-day plan, built into how the team actually sells. closingfoundry.com