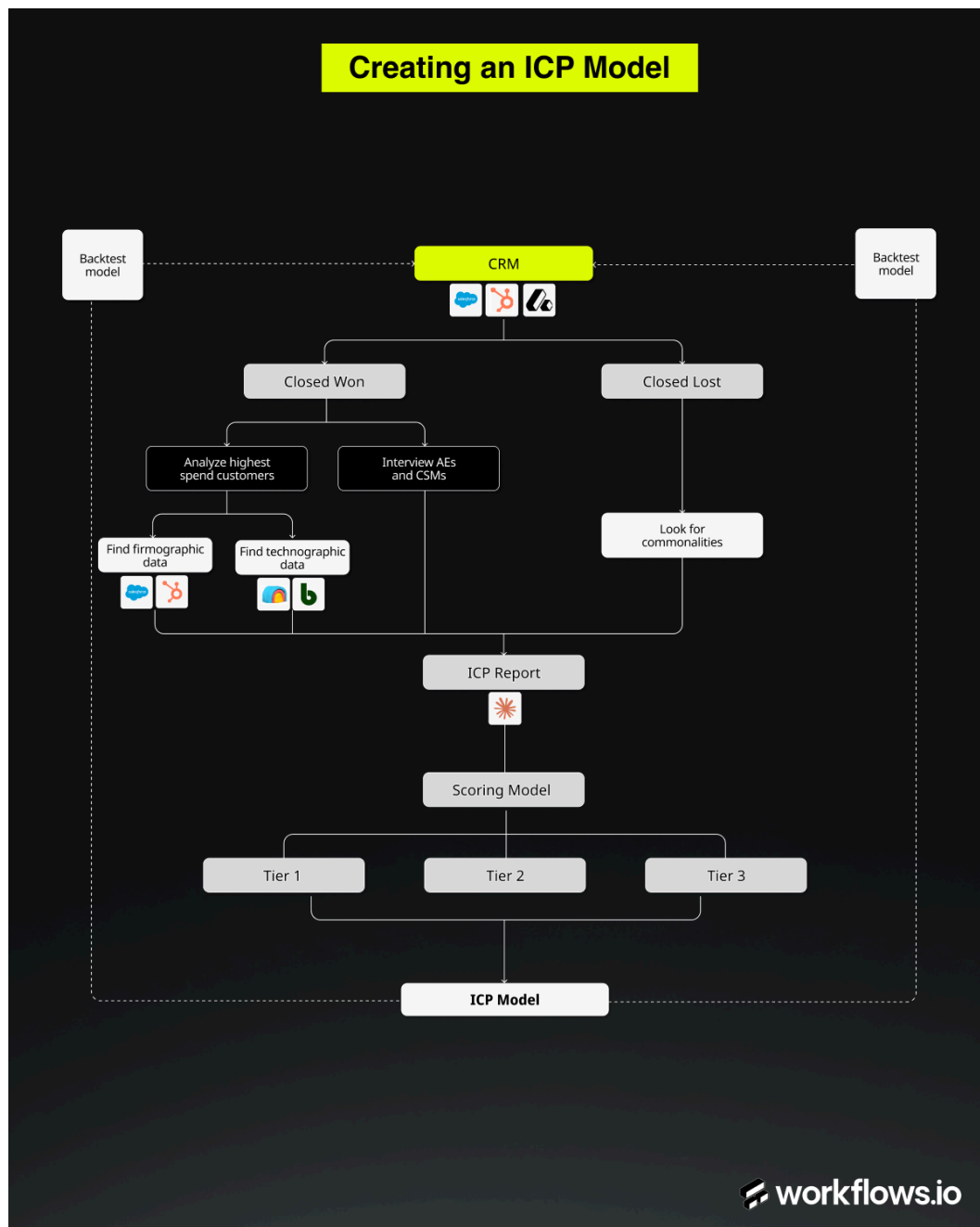


# Complete Guide on ICP Modeling in 2025



## How it works?

### Step 1: Collect Frontline Insights (AEs & CSMs)

- Run a **structured survey** for top AEs and CSMs
- Ask who buys fast, who churns, where deals stall, who champions
- Cluster answers into **patterns**, not isolated stories
- Use LLMs (Claude/GPT) to summarize traits of best and worst-fit customers
- Output: a list of **qualitative ICP signals** (good + bad)

### Step 2: Enrich CRM Deals With Clay

- Export 12–24 months of **Closed-Won + Closed-Lost** deals
- Enrich each account in **Clay** with firmographics (industry, size, funding, geo)
- Add technographics (stack, CRM, data tools, competitors, integrations)
- Optionally enrich growth + intent (hiring, traffic, jobs, reviews)
- Output: a **rich historical dataset** that explains why certain deals win

### Step 3: Build the ICP Scoring & Tiering Model

- Define **Tier 1 / Tier 2 / Tier 3** based on fit and value
- Choose firmographic criteria (sub-industry, headcount, region, funding, growth)
- Add technographic criteria (complementary tools, maturity, stack alignment)
- Include fit/intent signals and **negative indicators** (churny segments, blockers)
- Turn this into a clear, shareable **tiering rubric** for the whole GTM org

### Step 4: Backtest and Validate in Clay

- Implement the scoring logic as rules inside **Clay**
- Run it across historical deals to assign Tier 1/2/3 to every past account
- Check: do **wins cluster in Tier 1** and **losses in Tier 3**?
- Refine signals and thresholds until tiers line up with real ACV, win rates, and cycle length
- Outcome: a **model that predicts reality**, not just sounds right

### Step 5: Operationalize ICP Across GTM

- Push tiers into CRM and make them visible on every account
- Acquisition: focus paid + ABM on Tier 1
- Manual prospecting: SDRs start with Tier 1
- Automated outbound: Tier 2 and 3
- Marketing: build messaging and positioning around Tier 1 accounts

