

Defining Your Ideal Buyer Profile In 3 Steps

STEP 1

Sit down with your sales, marketing, and customer success teams to review what makes a company successful with your product or service

**LIST THE CUSTOMERS THAT HAVE BEEN EXCEPTIONALLY SUCCESSFUL
WITH YOUR SOLUTION**



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STEP 1 CONT.

Sit down with your sales, marketing, and customer success teams to review what makes a company successful with your product or service

IN A PERFECT WORLD, WHICH COMPANIES WOULD YOU LIKE TO TURN INTO CUSTOMERS?



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STEP 2

Look at the customer and target accounts you named above. What characteristics do they have in common that make them a good fit?

INDUSTRIES OR VERTICALS	SIZE	GEOGRAPHY
BUDGET	ANNUAL REVENUE	OTHER / MISC.
		Technology they use:
		Size of their customer base:
		# of employees in a department:



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STEP 3

DEFINE YOUR IDEAL CUSTOMER PROFILE

Example: Our ideal client is a B2B SaaS company in the U.S. that has a customer service team of at least 10 people and ARR of at least \$20 million. Their customer base is made up of small and medium businesses that require significant hands-on training and support



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