

# IDEAL CLIENT PROFILE

## Clients vs Customers

In B2B, I like to use the word client instead of customer. It helps to avoid the cumbersome phrase "customers and/or clients".

Also, there is a massive difference in the meaning of the two words.

Webster's Dictionary defines a **client** as: one that is under the protection of another.

Webster's also defines a **customer** as: one that purchases a commodity or service.

As you can see from these definitions, there is a substantial difference in the way a person, or a business that does business with you, should be treated.

Even if these people are called customers in your marketplace or industry, **always think of them as clients, and under your protection.**

## Your Ideal Client

Your Ideal Client is within a group of prospective CLIENTs who, because they share common characteristics, are *especially receptive* to your products or services.

## Questions to Determine CLIENT Profile Demographics

- **What industry are they in?** Are they manufacturing firms or service firms? Are they in telecom, healthcare, pharmaceutical, software?
- **How big are they?** What are their revenues? How many employees do they have? Are they a regional firm or global?
- **What are their distribution channels?** Do they use direct sales, or other channels? Do they use online sales and/or catalogs?
- **What type of technology base do they utilize?** What are their existing computer systems? What are their existing manufacturing processes?
- **Who are their CLIENTs?** Do they sell in the B2B world, B2C, or business to channel?
- **What is their development stage?** Are they in growth mode? Are they a new company, mature company? Is their business declining?

## Questions to Determine CLIENT Profile Psychographics

- **What are the vision and values of the organization?** How about the character and ethos of the firm? How committed are they to their people, CLIENTs, or to the environment?

- **What is their reputation in their industry?** Are they innovators or low cost providers? Are they early adaptors of technology or laggards?
- **What are their management priorities?** What is most important to them – increasing sales, cutting costs, or improving operation efficiency? What are their critical success factors?
- **How would you evaluate their perception of your industry, product or service offering, positive, negative neutral?**
- **How would you define their management style?** Are they top-down driven? Do they encourage individual and team contributions?

### **Discover Goals, and Strategic Imperatives**

If you analyze your best CLIENTs, you may find they have one or more factors in common. They may be pursuing a specific direction that creates opportunities for your products and services.

Some items they may be focused on;

- Entering new markets
- Growing sales, revenues or market share
- Improving operational efficiency
- Reducing cost of goods sold
- Shrinking their time to market
- Outsourcing non-essential functions
- Establishing strategic partnerships and alliances
- Streamlining the supply chain
- Refining their go-to-market strategies

### **Identify Challenges, Issues or Problems**

What were your best clients struggling with before they engaged your firm?

- Declining profitability, poor sales and stagnant growth
- Delayed time-to-market of new products
- Inefficient processes and poor productivity
- Inability to make decisions
- Increased competition and pricing pressures
- Difficulty in implementing key initiatives
- Poor internal and external communications
- Declining market share
- Finding good employees
- Implementing new governmental regulations
- Changes in CLIENT requirements
- Industry trends threatening their market share
- Integrating multiple distribution channels

Any commonality you can identify, helps you become more focused on your ideal CLIENT profile.