

Building your ideal customer profile

An ideal customer profile defines the perfect buyer of your services and solution. By identifying your ideal customer's attributes and purchasing behaviors, you can focus sales and marketing efforts on prospects that will net you the most desired results.

To begin, think about the following customer qualities:

What type of customers generate the highest return on investment?

Based on your experience and expertise, what specialty and practice size best align with your offering?

What types of practices have you seen the most success with, and why?

What types of practices have you NOT seen success with, and why?

How many new customers will your internal bandwidth allow for?

Be sure to consider both the number of new clients as well as their transaction volumes.

What types of practice does your solution benefit the most?

Use the space below to list specific details about your preferred customer.

Demographics

Practice age

New? Established? Somewhere in the middle?

Segmentation

Is there a particular demographic or group you prefer to work with?

Location

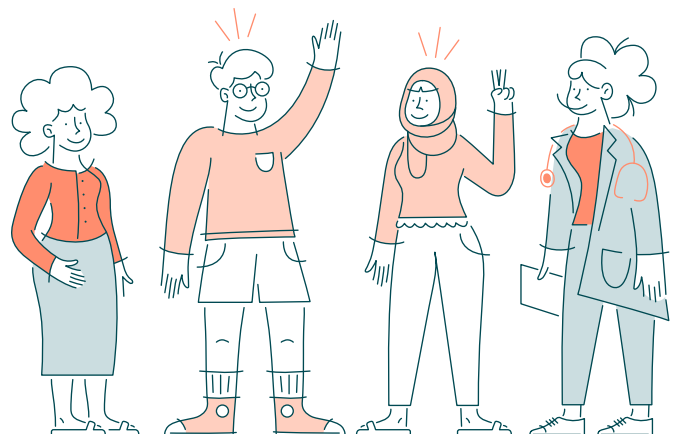
Local? Semi-local? Across the country?

Specialty/volume

General practitioner? Mental health? Another specialty? High volume? Low volume?

Technology habits

Early adopter? Prefer existing methods? Open to suggestions?



Use the space below to list specific details about your preferred customer.

Value and goals

Attitude about themselves

How do they view their role in the business?

Attitude about their customers

What experience do they hope to give clients?

Goals

Do they want to grow their business? Maintain their business? Narrow their scope?

Aspirations

What is their level of dedication to the practice? Are they engaged or on cruise control?

Pain points

Examples include patient collections, declining reimbursements, current regulations, battling workflow inefficiencies, staffing challenges, and specialty expertise needed.

Your ideal customer

Using the data you've gathered above, describe your ideal customers in your target market in a few sentences.