

**potent**

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# Template Avatars

# [Company Name] – Ideal Customer Profile (ICP) Template

## Instructions

Complete the template with the relevant information to create a comprehensive avatar of your ideal B2B customer profile. This will help your sales and marketing teams better understand the needs, preferences, and decision-making processes of your target customers, which in turn will enable you to create more effective marketing strategies, messaging, and sales pitches.

## Company Information

- a. Company Name:
- b. Industry:
- c. Company Size (employees):

## Geographic Location

- a. Country:
- b. Region:
- c. City:

## Decision-Maker(s)

- a. Job Title(s):
- b. Department:
- c. Years of Experience:

## Business Needs & Challenges

- a. Key Objectives:
  - i.
  - ii.
  - iii.
- b. Primary Pain Points:
  - i.
  - ii.
  - iii.

## Current Solutions & Technologies

- a. Software:
  - i.
  - ii.
- b. Hardware:
  - i.
  - ii.
- c. Services:
  - i.
  - ii.

## Decision-Making Process

- a. Key Stakeholders:
  - i.
  - ii.
- b. Budget:
- c. Purchase Timeline:

## Preferred Communication Channels

- a. Email:
- b. Phone:
- c. Social Media:
- d. Other:

## Decision-Maker(s)

- a. Job Title(s):
- b. Department:
- c. Years of Experience:

# [Company Name] – Ideal Customer Profile (ICP) Template

## Instructions

Complete the template with the relevant information to create a comprehensive avatar of your ideal B2B decision-maker. This will help your sales and marketing teams better understand the needs, preferences, and decision-making processes of your target decision-makers, which in turn will enable you to create more effective marketing strategies, messaging, and sales pitches tailored to their unique characteristics.

## Demographic Information

- a. Name:
- b. Age:
- c. Gender:
- d. Education:
- e. Job Title:
- f. Department:
- g. Years of Experience:
- h. Industry:

## Psychographic Information

- a. Goals & Aspirations:
  - i.
  - ii.
  - iii.
- b. Frustrations & Challenges:
  - i.
  - ii.
  - iii.
- c. Values & Beliefs:
  - i.
  - ii.
  - iii.

## Personality Traits

- a. Myers–Briggs Type Indicator (MBTI):
- b. Dominant Character Traits:
  - i.
  - ii.
  - iii.
- c. Communication Style:
- d. Decision–Making Style:

## Preferred Communication Channels

- a. Email:
- b. Phone:
- c. Social Media:
- d. Other:

## Hobbies & Interests

- a. Professional Interests:
  - i.
  - ii.
- b. Personal Interests:
  - i.
  - ii.

## Influencers & Information Sources

- a. People:
  - i.
  - ii.
- b. Publications & Websites:
  - i.
  - ii.
- c. Conferences & Events:
  - i.
  - ii.

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