

B2B Customer Profile



Name *generic name for customer type*

Description *who are your potential customers - general description*

Demographic

Turnover *monetary value* Industry Type *activity or sector*

Company Size *number of employees* Technology *what systems to you/your customer have in common*

Geography *country and/or region* Age *date set up*

Business Objective *which goals can you help your customer achieve*

Personas *which stakeholders are involved in the buying process that marketing can reach and reasonably engage? Hint: the CEO is not likely unless your solution is strategic*

Psychographic

Company Values *The general culture within the company*

Buying Behaviours *Range or type of products and services bought. Reasons for or style of product use, (e.g. buying for re-sell) Way in which purchase decisions are made, (e.g. attitudes to decisions, level of risk adversity)*

Needs, Preferences *Product specific functionality requirements Level or nature of support/customer service. (e.g. price sensitivity - Preferred purchase - level of customer support offered and when it is offered, can you offer maintenance during down time)*

Attitudes *Business criticality of the product or service Desired relationship, (e.g. Emotional attachment to industry/profession Level of expertise and knowledge Level of loyalty)*

What are the general likes/dislikes of potential customers?
eg. it would not suit everyone if you only sold coffee with milk and sugar. Product options to suit the most common likes of existing and potential customers

What makes your product more suitable to potential customers than that of competitors?
price - quality - lead times - ease of use - ease of ordering - after sales service - location

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What are the most common design requirements shared by potential customers?

common ground shared by existing and potential customers in relationship to your product/service. do they buy on price - quality - lead times - ease of use - ease of ordering

What factors are potential customers likely to consider before purchasing your product?

price, delivery times, longevity, prestige, upcoming promotion, guarantees and backup service, do you offer an out of hours tech support

What do customers value from your company, products or services?

features and benefits to the customer

How will potential customers find out about the product you are selling?

word of mouth, walk in, printed media, virtual media

What have previous customers said about your company/product?

use this information to tailor the efforts to your most profitable product/service and tailor marketing channels to best match that customer type

Does the cost of your product influence a customers decision to buy from you?

yes/no - how and how much

List all the ways in which contact can be made with your potential customers.

internet, trade publications, TV, radio, leaflet drop, local national papers, social-media, digital media screens, word of mouth