

B2B Customer Profile



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Name

Description

Demographic

Turnover

Industry Type

Company Size

Technology

Geography

Age

Business Objective

Personas

Psychographic

Company Values

Buying Behaviours

Needs, Preferences

Attitudes

What are the general likes/dislikes of potential customers?

What makes your product more suitable to potential customers than that of competitors?

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

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

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

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

What have previous customers said about your company/product?

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

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