

PROFILER

# ENTERPRISE CUSTOMER

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IDEAL CUSTOMER  
PROFILE KIT





OFFERING

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LEAD QUALIFICATION SOFTWARE TO  
HELP MARKETING TEAMS QUALIFY  
LEADS AS THEY COME IN.



## DEMOGRAPHICS

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- ▶ 35-50 years old
- ▶ Marketing director
- ▶ Success at work measured by MQLs
- ▶ Uses LinkedIn and Feedly daily
- ▶ Searches for new products with Google

## COMPANY

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- ▶ 1000+ employees
- ▶ Finance industry
- ▶ 14 branches in 5 countries

## GOALS

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- ▶ \$1.5M in revenue this quarter
- ▶ 5,000 MQLs this quarter
- ▶ Long-term goals: Expand to more countries

## PAIN POINTS

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- ▶ Main challenge: Unqualified leads getting through to sales team
- ▶ Costing the company at least \$4K per month
- ▶ Marketing director and sales director both working to solve

## PRICE SENSITIVITY

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- ▶ Company budget for this type of product: \$25K per month
- ▶ Ideal price range: \$500 to \$2K per user, per month

## COMMON OBJECTIONS

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- ▶ Not enough past enterprise customers
- ▶ No direct integration with G Suite



## DECISION FACTORS AND PROCESS

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- ▶ Most likely to find out about our product from a colleague or LinkedIn
- ▶ Marketing director, sales director, regional sales directors, CTO, and CFO all involved in purchase process
- ▶ Other options usually considered: X tool, Y tool, Z product
- ▶ Most common pricing plan: Enterprise plan

## PRODUCT USAGE

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- ▶ Marketing team uses X feature, Y feature, and Z feature every day
- ▶ Sales team uses Y feature and Z feature weekly
- ▶ Marketing and Sales skip using W feature
- ▶ Marketing and Sales teams in 75% of company branches use [product]
- ▶ 50 users average
- ▶ Generally get ROI of 400% from [product]



## ELEVATOR PITCH

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OUR PRODUCT EMPOWERS MARKETING  
TEAMS TO DELIVER HIGHLY-QUALIFIED  
LEADS TO SALES. THIS SAVES BOTH TEAMS  
TIME, AND ENABLES THE BEST DEALS TO  
CLOSE FASTER THAN EVER.