

PROFILER

# SAAS CUSTOMER

ICP QUESTION  
GUIDE

## DEMOGRAPHICS AND PERSONAL DATA

- What's your age group?
- What's your highest education level?
- How long have you been working in [field]?
- What's your job title?
- What team do you work with?
- What tools do you use on the job every day?
- What tools do you have access to but don't use very often?
- Who do you report to?
- How is your success at work measured?
- Where do you go for information to solve problems at work?
- How do you stay up-to-date with current news and updates in your industry?
- What are your favorite groups (online or offline) to chat with peers and give and receive advice?
- How do you search for new products or vendors for your job?
- Is it your responsibility to search for new products or vendors?

## COMPANY

- What's your company size (number of employees)?
- What is your industry?
- Who is your main customer base?

## GOALS

- What are your company's goals for this quarter or year?
- What are your team's goals for this quarter or year?
- What are the company's long-term goals?
- What are your team's long-term goals?
- How does [your SaaS product] help your team or company reach those goals?

## CHALLENGES AND PAIN POINTS

- How have recent industry trends and world events affected your business?
- What are the main challenges you face in reaching your goals?
- What are the main challenges your team faces in reaching their goals?
- What problems are affecting your team's ability to reach their goals?
- How does [your SaaS product] help you overcome those challenges?

- What challenges were you facing before you purchased [your product]?
- What was your deadline to solve those main challenges/problems?
- Who in your company or team was working to solve those issues?
- What's one thing that could make your job easier or more enjoyable?
- What's your least favorite part of your job?
- What takes up the most time in your day?

## PRICE SENSITIVITY

- How much budget does your team have for software?
- At what price would you consider a [type of software] to be so expensive that you would not consider buying it?
- At what price would you consider a [type of software] to be so cheap that you doubt the quality of it?
- At what price would you consider a [type of software] to be somewhat expensive, but still an option?
- At what price would you consider a [type of software] to be a great deal?

## DECISION FACTORS AND PURCHASE PROCESS

- Do you make all purchase decisions for your team?
- If not, who makes purchase decisions for your team?

- Where did you first hear about [your product]?
- Why did you decide to purchase then?
- Did you use another [type of software] before purchasing [your product]? If so, why did you switch?
- Who was involved in the decision to purchase [your product]?
- Who had the final word on whether or not to purchase?
- How did you decide which pricing plan was best for your business?
- Did you need to change pricing plans?

## COMMON OBJECTIONS

- What main concerns did you have about purchasing a [type of software]?
- Which features do you feel [product] is missing?

## USE OF YOUR PRODUCT

- Which features of [product] do you and your team use every day?
- Which features of [product] do you use on a weekly basis?
- Which features of [product] do you hardly use?
- Which features of [product] stood out to you at the beginning? Did those features live up to your expectation of them?

- Which features of [product] did you not expect to use as often as you do now?
- How does each feature of [product] help you do your job better? (Rate from 1 to 10)
- How much ROI are you getting from [product]?