

PROFILER

ENTERPRISE CUSTOMER

IDEAL CUSTOMER
PROFILE KIT



OFFERING

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

DEMOGRAPHICS

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

COMPANY

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

GOALS

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

PAIN POINTS

- ▶ 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

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

COMMON OBJECTIONS

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

DECISION FACTORS AND PROCESS

- ▶ 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

- ▶ 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

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.