

DEFINING YOUR IDEAL CLIENT

21 questions you must answer before you go hunting.

1. How many years has your ideal client been in business?
2. What Industry Sector does your ideal client belong to?
3. How well capitalized is your ideal client and what is their Credit Rating?
4. How does your ideal client make their money?
5. What is the company's estimated annual revenue?
6. What type of profit margin is typical for this type of company?
7. What are the profit drivers for your ideal client?
8. Where is your client physically located and how often will you need to meet with your client?
9. Who is the buyer in your ideal client firm (line of business, technical department)?
10. How accessible is the client's leadership team?
11. How would you describe your client's culture and its corporate values?
12. How does your ideal client embrace innovation?
13. How are your clients using a cloud enabled strategy in their businesses?
14. What is your ideal client's buying strategy - are they product driven, brand driven, service driven?
15. What trade associations does your ideal client belong to/support and how active are they?
16. What civic organizations does your client support?
17. What is your client's reputation within its industry, its community and on social media?
18. What are the top three business disrupters your ideal client is facing?
19. What level of personnel turnover does your ideal client experience?
20. How strategically important will you be to your client?
21. Who are your client's competitors?

One of the most important elements of a powerful growth strategy is understanding your ideal target client profile. Effectively understanding who makes an ideal client allows you to build your entire business, message, product, services, sales and support around attracting and serving this narrowly defined group. Here are 21 questions your firm should be asking to help you define your ideal client.

HOW WILL YOUR IDEAL CLIENT HELP YOU DEVELOP A POWERFUL GROWTH AND TRANSFORMATION STRATEGY?

At Cardinal Points Group our team of business transformation agents actively coach clients and work with them long term to guide them from strategy to execution. Our six-step **L6® Methodology** helps business owners, leaders and IT professional service providers assess their business model and determine the actions needed to ensure it remains relevant. Contact our team at Cardinal Points Group to lead **workshops** or advisement services based on this unique and effective transformation model.



You define yourself by either what your clients want or what you believe they'll need for the future. So: Define yourself by your client, not your competitor.

- Ginni Rometty -