

## Why determining your ideal customer is useful

Every company wants all their customers to be ideal. Ideal customers need exactly what a company is selling. Furthermore, they are eager buyers, easy to service, pay on time, are loyal and are a company's best advocates.

Unfortunately, it isn't possible to have only ideal customers. So many companies don't bother to determine their ideal customer. I believe this is short sighted. Too many companies pursue a prospective customers indiscriminately with the hope that vigorous sales efforts will be effective. Few succeed using this approach.

Determining the profile of the ideal customer forms the basis for targeting buyers close to the ideal. Since these buyers need what a company's offering, targeting them with demand generation and sales campaigns will yield more leads, an increased win-rate and shorter sales cycles all of which means accelerated growth.

If you haven't determined the profile of your ideal customer, consider doing it right away. Why let your competitors get win?



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