



# Customer profile templates

Use these 5 templates to build detailed customer profiles quickly and efficiently.

# Table of contents

Basic customer profile

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1

Comprehensive customer profile

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2

B2B customer profile

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3

B2C customer profile

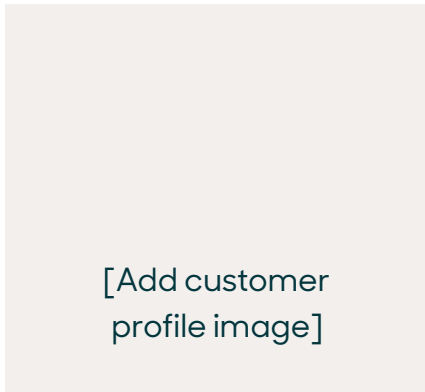
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4

Ideal customer profile (ICP) scorecard

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5



Customer name

---

Customer description



## Demographics

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital status: \_\_\_\_\_

Ethnicity: \_\_\_\_\_

Income: \_\_\_\_\_

Job title: \_\_\_\_\_

Education: \_\_\_\_\_

## Products/services used



## Pain points

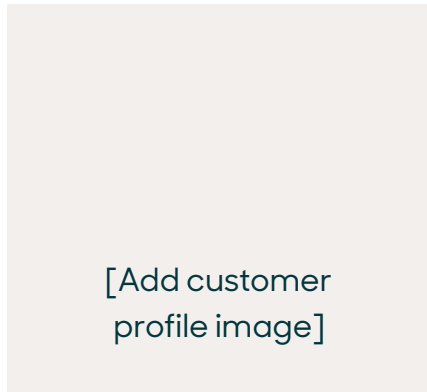


## Solutions



## Summary/notes





Customer name

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Customer description

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## Demographics

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital status: \_\_\_\_\_

Ethnicity: \_\_\_\_\_

Income: \_\_\_\_\_

Job title: \_\_\_\_\_

Education: \_\_\_\_\_

## Preferred communication channel

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## Products/services used

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## Pain points

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## Behaviors

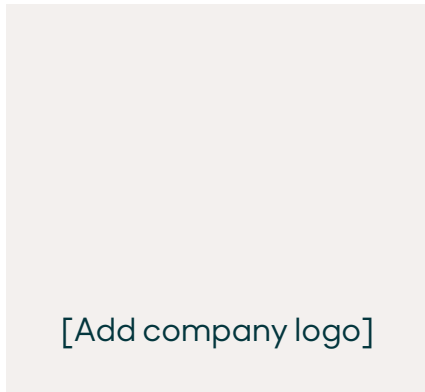
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## Goals and motivators

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## Solutions

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Business name

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Budget

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Business size

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Location

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Business revenue

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Business structure

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Products/services used

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Strengths

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Weaknesses

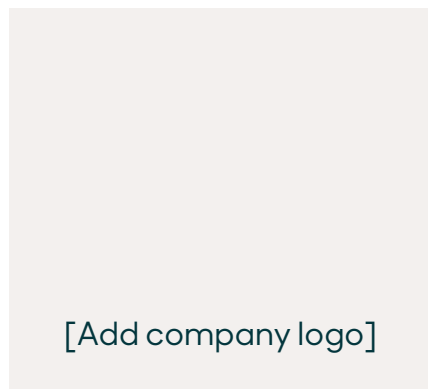
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Pain points

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Summary/notes

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Business name

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Objectives

A large, light gray rectangular area intended for listing business objectives.

Pain points

A large, light gray rectangular area intended for describing customer pain points.

Solutions

A large, light gray rectangular area intended for describing solutions to the pain points.

Products/services used

A large, light gray rectangular area intended for listing products or services used by the customer.

Benefits

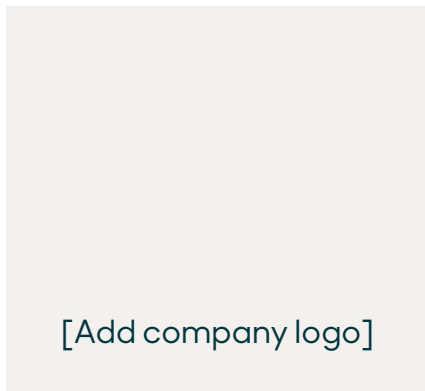
A large, light gray rectangular area intended for listing the benefits of the products or services.

Pitch

A large, light gray rectangular area intended for writing a pitch or summary of the value proposition.

Summary/notes

A large, light gray rectangular area intended for providing a final summary or additional notes.



Business name

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Contact info

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	Bad fit	Better fit	Best fit	Points
	0 points	1 point	2 points	
<b>Need</b>	<input type="checkbox"/> No clear need for solution	<input type="checkbox"/> Understands need for solution but not a priority	<input type="checkbox"/> Understands need and interested in finding a solution	
<b>Timeline</b>	<input type="checkbox"/> No clear timeline for when solution is needed	<input type="checkbox"/> Fluid timeline in near future	<input type="checkbox"/> Ready to implement immediately	
<b>Budget</b>	<input type="checkbox"/> Tight or no budget	<input type="checkbox"/> Flexible budget	<input type="checkbox"/> Healthy budget	
<b>Decision maker</b>	<input type="checkbox"/> Not a decision maker	<input type="checkbox"/> Part of a decision-making group	<input type="checkbox"/> The decision maker	
<b>Total points:</b>				