

TARGET CUSTOMER PROFILE WORKSHEET

Use this worksheet to frame your understanding of your customer to assist with your approach and pitch of the platform as a valuable offering for your customer to adopt.

Company Name

Known Locations

Key Players

Key Departments of Interest (Accounting, Sales, Operations, Warehouse, Executive/Leadership)

What key features and benefits would make the greatest impact on this customer?

What objections would this customer have to the platform?

How would you counter those possible objections?