



No Smoke and Mirrors

# Driving Explosive Growth

Mark Allen Roberts

## Ideal Customer Profile ( ICP)

A key step in a formal sales process is identifying and targeting your ideal customer profile.

Not every customer is a good customer for your business to serve. In this step we develop your ideal customer profile.

We prefer to use data driven by a net profit by customer analysis where we identify your top 20% of customers who deliver 200% or more of your profits before profit leaking customers erode it.

### Apply

Make a list of your companies top 5 customers by net profit.

What markets do they serve?

What region are they in or are they national, global?

Approximately how many people work there?

What is their SIC Code?

What were their revenues in the last 12 months?

Now that you have common characteristics develop your ICP.

Example: *We serve manufacturing companies with \$20 million to \$150 million in annual revenue, located in NE Ohio who serve the aerospace and defense industry.*

An article you might enjoy is: [Increase Sales and Profits \(Faster\) with Ideal Customer Profiles](#)

If you would like to discuss building rapport let's schedule a call. You can reach me at [Mark@nosmokeandmirrors.com](mailto:Mark@nosmokeandmirrors.com)

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