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# Ideal Customer Profile

**Targeting and staying focused on the “ideal customer” will shorten the sales cycle; ensure the sales efforts are on high potential prospects, enabling ABC DEALER to grow new business more aggressively and efficiently.**

Check the boxes that are appropriate and completely true:

- Headquartered within the ABC DEALER distribution network
- Midsize to large regional account with 10- 100 employees
- Is not under a binding national contract with their current supplier
- Recognizes soft dollar, as well as hard dollar savings
- Appreciates relationships and service the same as, if not more than price
- Is interested in ordering online as their primary method for ordering products

- Will consider ABC DEALER as a viable office products supplier
- Has purchased some product from ABC DEALER in the past
- Willing to share usage and current pricing
- Appreciates the value of buying from a local independent

#### Score

7-10 – **A Target- Ideal** - high likelihood and probability of change

4-6 – **B Target- Marginal** -sales cycles may be longer, or to price focused

3 and below – **C Target - Low** - unlikely prospect