

Cloning Your Ideal Customer

We all have different types of customers. Some are large companies, some small companies. Some provide us large orders, some small. Some buy multiple products or services and some buy only one. Some pay quicker than others and some pay slower. Of all the different types of customer that you have, is there one 'ideal' client that you'd like to clone over and over again to grow your business? If there is an ideal customer, is sales targeting this profile and acquiring more of them?

I have never had a client that could not describe and ideal customer. Instead, they might suggest more than one "ideal customer" and can always provides a number of attributes to back up their selection. Here's some attributes they use to identify this 'ideal' customer:

- Purchases at least _____ volume on a yearly basis
- Buys products or services with margins greater than _____
- Orders every _____ weeks
- Pays within _____ days
- Has been growing _____ percent

There may be more attributes but the real question is, "Have you defined these attributes and have you filled in the blanks?"

Having identified this ideal customer profile, you now need to make sure sales is targeting and acquiring them. Quite often, sales is hunting whatever is in its sights which isn't always the best customer.

Take a few minutes with your sales team and identify the profile of your 'ideal' customer then develop two action plans 1) convert more of your existing customer to the ideal profile; 2) get more ideal customers.

Growth Strategy Partners LLC accelerates the revenue and profit growth and performance of small and mid size businesses by implementing its research based 7 Keys to Growth.

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