

THE STIMSON GROUP LLC

THE PERFECT CUSTOMER PROFILER

Learn how to attract your ideal prospects by
visualizing the perfect customer.

ABOUT THE STIMSON GROUP



Tom Stimson is known throughout the Audiovisual Industry for turning old-school thinking upside down so business owners and management can implement their best ideas instead of rehashing comfortable ones.

As an advisor, Tom has helped hundreds of AV companies overcome their self-inflicted obstacles to growth and profitability.

HOW TO USE THE PERFECT CUSTOMER PROFILER

The Perfect Customer Profiler is a list of questions to better define your ideal prospect.

To make this exercise more powerful for you, frame the criteria in your buyer's terms. Think about how that person makes decisions.

Most importantly, be realistic. I am sure you would love to have the CEO of a Fortune 100 company in your pocket. However, your target buyer may be somewhere else on the organization chart. Don't set too high a bar.

The Perfect Customer Profiler won't eliminate bad prospects, but it will show your team how to better identify worthy opportunities.

THE PERFECT CUSTOMER PROFILER

What are the basic attributes of your ideal client?

- What job title would they choose for their role? What title are they likely to have?
- Who do they explain their decisions to? Who approves their decisions?
- Who are their fans? Who can make their life tough or give them a boost?

How do they perform their role?

- What is the the most common problem they solve everyday?
- What problem do they solve when they are being a superstar?
- What career path gave them the experience to do their job?

How will this buyer think about you?

- What do they understand about your role? Could they do your job? Could you do theirs?
- Who in your organization is their peer?
- What frustrates them about suppliers? What do they appreciate?

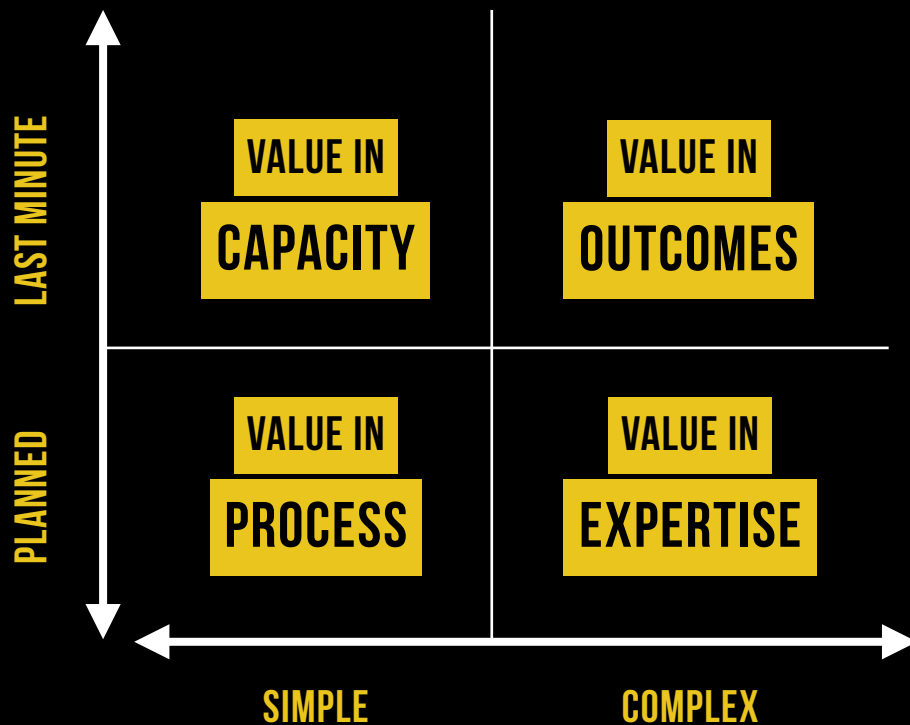
Where can you add value?

- What is a reasonable alternative to your services for this buyer?
- What circumstances will cause them to focus on price?
- When are results more important than money?

PRESENTING YOUR VALUE

Thinking about your Ideal Customer, are their needs simple or complex? Are the demands placed upon them planned or last minute?

Map your responses to this chart and use the results to design the messaging for your next prospect meeting.



TOO MANY CHOICES?

Click the button below to schedule your free consultation and learn how to make progress, fast.

Free Consultation