



SALES MESSAGING FOR B2B STARTUPS

Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

Instructions:

Fill out the account review template below in as much detail as possible—the more detail, the better you can build your ICP later on.



Customer	Use Case	Contract Details	Deal Size	Active vs. On time	Client Since when	Current Status	Company size



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Instructions:

Fill out the account review template below in as much detail as possible—the more detail, the better you can build your ICP later on.

Customer	How They Support The Goal	Time frame



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Instructions:

Use this worksheet to create an ideal customer profile.

COMPANY TYPE	
NUMBER OF EMPLOYEES	
REVENUE	
INDUSTRY	
LOCATION	
TYPE OF PRODUCT/ SERVICE	

Instructions:


Use this worksheet to create an ideal customer profile.

TARGET MARKET (THEIRS)	
GOALS	
CHALLENGES (PAIN POINTS)	
OBJECTIONS	
PURCHASING PROCESS	
MESSAGING	

PRIORITISING YOUR ICPs

DESCRIPTION	Can they achieve success by using your product in current state?	How quickly they can see success?	How long would it take you to reach decision makers?	How long is their buying cycle?	How many of them are out there?	
SEGMENTS	3 = A lot 2 = Some 1 = None	3 = Days 2 = Weeks 1 = Months	3 = Days 2 = Weeks 1 = Months	3 = Days 2 = Weeks 1 = Months	3 = A lot 2 = Some 1 = None	TOTAL
ICP 1	3	3	3	3	3	242
ICP 2	1	2	2	2	2	16
ICP 3						
ICP 4						

Instructions:

Use this worksheet to help you organize your message across channels – and to keep track of how it evolves over time. 

ICP Name	ICP Description	Pain Point	Key Messages (USP)	Value Statement

Instructions:

Use this worksheet to help you organize your message across channels – and to keep track of how it evolves over time.

ICP Name	Link to Email copy	Link to paid Acq copy	Link to website messaging	Link to Add'l Collateral

Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is composed of small squares and is enclosed by a thin grey border.

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