

SALES MESSAGING FOR B2B STARTUPS Worksheets

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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Customer	How They Support The Goal	Time frame



Use this worksheet to create an ideal customer profile.

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



Use this worksheet to create an ideal customer profile.

TARGET MARKET (THEIRS)	
GOALS	
CHALLANGES (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 theur 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						



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

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

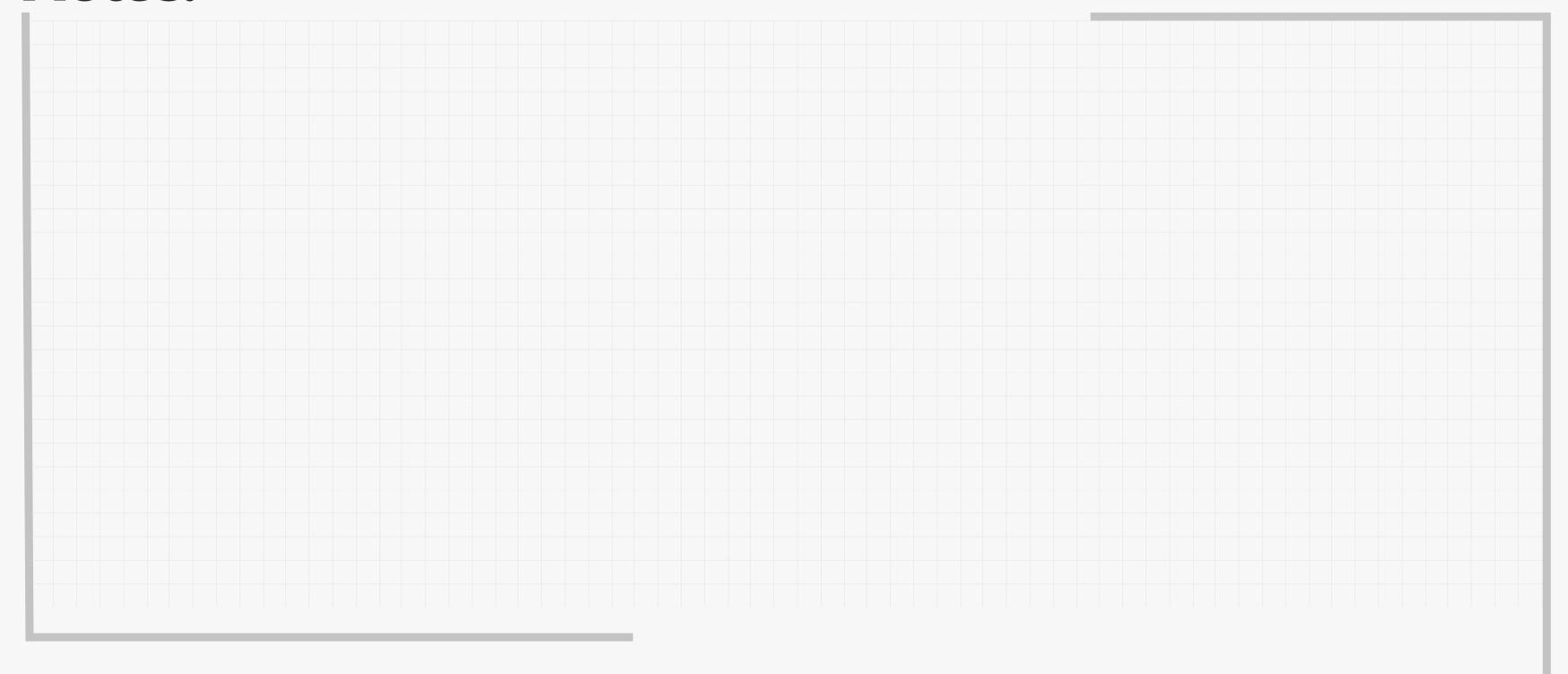


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ICP Name	Link to Email copy	Link to paid Acq copy	Link to website messaging	Link to Add'I Collatoral



Notes:







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