IDEAL CUSTOMER PROFILE (ICP) TEMPLATE

NEW ZEALAND TRADE & ENTERPRISE
Te Taurapa Tūhono

An ICP defines the type of company or organisation that is the best fit for your product or service. It describes the customer that would benefit most from what you offer, and in turn, provide the most value to your business.

By clearly identifying your ICP, you can target your sales, marketing and product development efforts for maximum impact.

How is an ICP different to a customer persona?

Think of it like this:

- **ICP = the right company**
- **Persona = the right person within that company**

Your ICP is the 'where to hunt'—it helps you identify which companies are worth targeting in the first place.

Defining an ICP helps you:

- focus your marketing and sales efforts on high-potential leads
- reduce customer acquisition costs
- improve product-market fit
- avoid diluting the strength of your offering by adapting it to meet the needs of the wrong customer group
- align internal teams around a shared understanding of your target customer.

To speak to a customer advisor about next steps, email your completed tool to exporthelp@nzte.govt.nz

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HOW TO USE THE ICP TEMPLATE

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1 Consider the type of business that fits your offer

Think about the ideal type of business that your product or service would be perfect for. What do they look like? What don't they look like?

These prompting questions might help:

What are their firmographics?

- What industry are they in?
- What's size are they? (number of staff)
- What revenue level are they?
- Where are they located?

What are their behavioural traits?

- What are their buying patterns?
- How would you describe their product usage?
- What are their engagement levels like?
- Are they proficient with technology?

What needs and pain points do they have?

- What specific challenges would your product or service solve for these companies?

What is their decision-making process and budget?

- Who makes the purchasing decisions and how?
- What sort of budget do they have?
- What is their willingness to pay for your solution?

2 Write your thoughts in boxes 1 and 2 on the template

You should ideally have an equal balance between 'what they are' and 'what they're not'.

Make sure you also consider the Venn diagram on the template.
Your ideal customer should be sitting in the middle

- Do they want the help your product/service offers?
- Can they pay for it?
- Can you add value to their organisation through your offering?

3 Define your ideal customer

Based on your notes and findings, describe your ICP in the box provided.

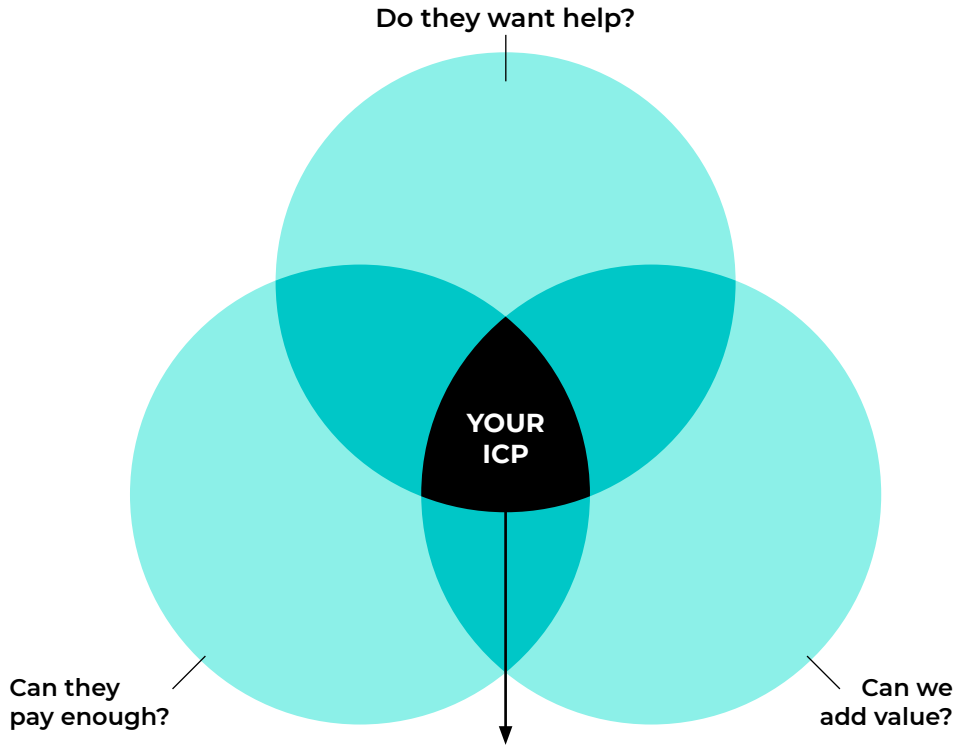
Check out all our export resources at **myNZTE**, sign up for our free **Export Essentials course**, or discuss next steps with our customer advisor team at **exporthelp@nzte.govt.nz**

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1. What they are

2. What they're not



3. Define your ICP