

How to Create Customer Profiles For Your B2B Business



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How do You Identify Your Best Sales Prospects?

This question may seem rather silly, but a lot of business people fail to identify their B2B customers properly. There has been a lot written and talked about buyer personas as the best way to identify your best sales prospects. We know there is a better way for B2B marketers to classify B2B sales prospects, and we are going to detail it in this presentation.

This is a trustworthy, verified methodology that enables you to identify your ideal buyers. This is the first principle you need to know that separates successful marketers from the unsuccessful. We will walk you through the stages that comprise this approach that will deliver better customer acquisition outcomes.

Personas v. Profiles

Persona Definition

Buyer personas are fictional, generalized representations of your ideal customers that are supposed to help you understand your customers better. Personas are generalizations of “ideal customers.” The persona acts as a way to develop a geographic, demographic, and psychographic picture of your customer.

Profiles Definition

A customer Profile begins with identifying the shared pain points between and among customers and likely customers. It recognizes that shared pain and the need for solutions for that pain is what drives customer engagement.

Purpose of Personas v. Profiles

The purpose of Personas is to create relatable messages based on the attributes of the persona as it moves along a nice predictable linear path that allows your marketing automation to engage with them at set points along the traditional sales funnel.

There are only two huge problems with the purpose of Personas.

1. B2B buyers do not move along a linear path that would make marketing automation successful in attempting to engage them from step A to step B to step C and so on.
2. You cannot push your solutions or sell your persona on your solution until you have actual engagement by the persona.

Purpose of Personas v. Profiles

(continued)

The purpose of Profiles is to develop templates of your existing customers that you can use to identify the best industries and market segments that are closest to your best-performing customers.

Template in hand you can develop a scoring system to rank and prioritize your customer profiles. This will create a hierarchy of optimal customer profiles that will become strong indicators of like customers in terms of customer value and performance.

Ultimately, this profiling exercise is critical and forms the foundation for messaging, engaging, and converting more prospective customers like your existing best customers.

This is a far superior way to rank and score customer potential than just what content they downloaded last. Your internal templates of your existing best customers and the traditional qualification and lead scoring using B.A.N.T. are more than sufficient to identify the sales prospects that your company needs to pursue to achieve your marketing goals.

How Can You Use Profiles?

Profiles are a far superior way to rank and score customer potential than just what content they downloaded last. Your internal templates of your existing best customers and the traditional qualification and lead scoring using B.A.N.T. are more than sufficient to identify the sales prospects that your company needs to pursue to achieve your marketing goals.

Next, we will examine how you create customer Profiles for demand engagement success.

How Do You Create Customer Profiles?

Profiles are created through customer analysis and interviews with your best customers. Here are some practical methods for gathering the information you need to develop customer profiles:

1. Rank your existing customers by both most and least according to the following criteria:

- Profit margin dollars
- Sales revenue
- Years as a customer

How Do You Create Customer Profiles?

(continued)

2. Create a profile not a persona of your existing best customers based on shared pain point attributes.

- List what problems each of these customers had at the time they became customers and what additional types of problems you have helped them overcome.
- Segment your existing customers by vertical market, industry type, and size
- List the products or services that you offered them and how these products or services helped solve their problem
- List what were their concerns and what questions did they have about your product or services
- List the factors they articulated regarding the trust you built that helped motivate them to buy from you

If you don't have all these answers call your customers and get them

How Do You Create a Customer Profile?

3. Merge, your lists of internal data with the customer profile, to obtain a master profile of the best to worst customer profile types.

- The goal is to develop profiles of your existing customers.
- Use these as templates to identify the best industries and market segments that are closest to your best-performing customers.
- You can also develop a scoring system to rank and prioritize your customer profiles.

This will create a hierarchy of optimal customer profiles that will become strong indicators of like customers in terms of customer value and performance.

Now let us examine the benefits of developing client-centric messaging relevant, and segmented that identifies client pain points that are critical in customer engagement.

Identify the Pain & Challenges of Your Prospects

- **Begin by Organizing & Prioritize Buyer Pain Points to Drive Engagement**
Successful customer engagement begins with creating relevant and effective content based on understanding the pain and challenges of your customers in three key aspects.
 1. Start by knowing your audience
 2. Segment pain points by customer function
 3. Develop client-centric content
This content needs to address different Buyer pain profiles from the:
 - C-suite with strategic issues
 - VP operational level concerns
 - managerial level where the most immediate tactical challenges reside

Identify the Pain & Challenges of Your Prospects

- **What is a pain for a business Buyer?**
 - It may be obvious – This is the most important & immediate to resolve.
 - It may be hidden - Often the buyer does not understand the real pain they need to resolve.
 - Low importance pain – These can rise quickly up the priority ladder if you can provide solutions through your client-centric messages.

Your job is to help potential customers understand the scope and consequences of their pain thereby creating the urgency to resolve their problems. To do this engage your prospects with content that :

1. Focuses on their pain problems by asking the right questions & answering them
2. Assists them to gain a deeper insight into the severity of the problem and the magnitude
3. Discusses implications by not addressing the problem for them & the organization
4. Employs a non-self-serving communications style to demonstrate your thought leadership

This is how you will build confidence and trust that leads to the engagement you seek.

Develop Client Centric Messaging

Important Tip: Prior to message development, segment your potential customer profiles by the markets you serve and by their pain points and business challenges. This is paramount because now you need to integrate client profiles, and pain points with your client-centric messages.

Customer Focused Content = Buyer Engagement

- Establish & list pain points for each market segment and the specific story they support
- Produce content that addresses the pain problem of your buyer from their perspective by using examples of others that had the same or similar pain
- Detail the pain, the questions, and concerns of these similar Buyers in your narrative
- Assist them to gain a deeper insight into the severity of this type of problem and the magnitude of the implications, (cost, time, efficiency, etc.) by not addressing the problem through this third parties experience
- Discuss various options considered for resolving the problem. Also, explain why the solution chosen was the best

Remember always employ a non-self-serving communications style to demonstrate your thought leadership and build confidence and trust that leads to the engagement you seek.

Develop Client Centric Messaging

5 Steps to Evaluate Your Content's Relevance

1. Are you thinking like your customer thinks?
2. Does your content help prospects solve problems?
3. Does your content narrative discuss the process to solve their pain and give them options?
4. Is your content objective without any sales bias?
5. Is your content compelling enough to contact and engage with you if you had this problem?

If you can answer “yes” to all these questions, your content is good to go. If you answer “no” to any of these questions, start over.

We have provided a series of master templates you can utilize in preparing your own customer profiles they follow next.

Customer Profile Template

Name of Customer Profile	Our Best Customers
<p>RANK BEST CUSTOMERS Profit Margin Dollars Sales Revenue Customer Years</p>	<ul style="list-style-type: none"> • Profit Margin Dollars – Most to Least • Sales Revenue Dollars – Most to Least • Customer Years – Most to Least
<p>SHARED PAIN ATTRIBUTES (Don't know ask)</p>	<ul style="list-style-type: none"> • List of Customer Problems You Solved • Any New Problems You Helped Solve • Segment Customers by Vertical Market, Industry Type & Size • List Products or Services that Solved their Problem • List Customer Concerns & Questions they had about your Products/Services • List Trust Factors that Helped Them to Buy from You

Customer Profile Template

Name of Customer Profile	Our Best Customers
<p>CREATE MASTER PROFILE TYPES</p> <p>Best Customer Profile Worst Customer Profile Develop Scoring System Rank & Prioritize Each Profile</p>	<ul style="list-style-type: none"> • Merge, your Lists of Internal Data with Each Customer Profile Type • Use the Best Profile Template to identify the best industries and market segments that are closest to your best-performing customers
<p>DEVELOP A SCORING SYSTEM</p> <p>Rank & Prioritize Each Customer Profile</p>	<ul style="list-style-type: none"> • Assign a value score for each customer • Add up the points for each customer • Divide customers into segments • Rank segments by value score
<p>Develop Segment Attractiveness Chart</p> <p>Discover biggest bang for your marketing investment</p>	<ul style="list-style-type: none"> • Id vertical markets by segment • Id Number of companies • Id a minimum of 3 contacts (C-Suite, VP-level & Managerial) • Determine # of potential users • Multiply Product/Service ASP by Total Users • Record total potential revenue by segment

Customer Profile Template

Name of Customer Profile	Our Best Customers
<p>MERGE CUSTOMER PROFILES WITH SHARED PAIN ATTRIBUTES (Build Customer Pain Matrix)</p>	<ul style="list-style-type: none"> • Begin by Organizing & Prioritize Buyer Pain Points from Your Profiles • Establish & list pain points for each market segment and the specific story they support • Segment Pain Points by Customer Function
<p>DEVELOP CUSTOMER-CENTRIC ENGAGEMENT CONTENT (Combines Pain Attributes with Your Best Customer Prospects)</p>	<ul style="list-style-type: none"> • Produce content that addresses the pain problem of your buyer from their perspective use examples of others with the same or similar pain • Detail the pain, the questions & concerns of similar Buyers in your narrative • Assist them to gain a deeper insight into the severity of this type of problem & the magnitude of the implications, (cost, time, efficiency, etc.) by not addressing the problem through third party experiences • Discuss various options for resolving the problem. Explain why a particular solution chosen was the best.

A Final Word on Customer Profiles

Free Content No Strings Attached

We strongly recommend that you not place your content behind a landing page and form. The idea that serious B2B professionals are willing to trade their contact information anymore for the next irrelevant piece of content sent to their overstuffed inbox is not rationale.

We suggest you find ways to distribute your content to authority websites besides your own that respect the fact that Buyers do not want to deal with registration annoying ads or irrelevant content.

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