IDEAL CLIENT PROFILES

The $5,000 FedEx package rule, ideal client profiles, and better master account lists.

prioritize > **win** > **grow** > **fuel**

Associated Guides: Confident Outreach, Compound Marketing, Purposeful Pursuits

Before you improve anything within "win," Read this guide.

We have a rule at Jumpseat: no guides for the sake of creating guides. If a topic is merely important and not essential, then it doesn't make the cut. If it isn't a critical piece of the overall puzzle of consistently acquiring new clients, then it doesn't exist in guide form.

Now, we want to state something of the utmost importance: **Attempt cold outreach, B2B marketing, or cross-functional pursuits without creating your ICP, and you're a glutton for punishment.**

And that has everything to do with the two biggest reasons revenue generation efforts fail:

1- Teams don't put enough focused effort into pursuing accounts

2- Teams give up too soon on their pursuits.

Why does this happen? It's not because they need a pep talk. It's because they struggle to understand who their ideal client is or it's because leadership changes their target audience every other week.

Simply put, the sales and marketing teams don't believe the clients they are targeting are really the clients they need to be targeting. So, they stop campaigns that should keep going and focus on other random opportunities they feel have a better chance of winning—which results in a big fat zero.

That is why this guide is so important. Your entire team must agree on exactly who they're targeting; the mutual agreement should require that you **will market to that list for the next 12–24 months, at minimum.** More on that later.
Let's begin.

The FedEx $5,000 package rule

If you received an unmarked, somewhat heavy, medium-sized package addressed to you and delivered via FedEx Overnight, would you open it? Of course you're going to open it. Anyone would. Anthrax or no anthrax, you're opening it.

Now, imagine your CEO gives you 10 of these very cool $5,000 packages and says to send them via FedEx Overnight to prospective clients only. Of course, this is done in the hopes that they will do business with you in return. You're guaranteed they're going to open the box, which is great.

But now, you get a little stressed. This is a lot of money to send to one prospective customer who you haven't met and has no idea you exist. You have to get it right, or else you're just wasting your time and money. So, let's do it right.

**Now,
the question is this:**

**What 10 clients
do you send these
$5,000 packages to?**

There are a few things to consider:

- You want to send this expensive package only to a client you know has a high chance of working with you. You're not in the business of wasting $5,000..

- This means if they made the list, then you have:

  - High confidence that you know what problem(s) they have

  - Experience solving their problem with similar clients and the knowledge that you can have an in-depth conversation about it with them

  - Undeniable, documented evidence that you have solved their problem already for another client

  - Great confidence that if you just get the chance to present to them in person or on a video call, then it will result in new business

This guide is meant to help you determine your 5,000/500/1 breakdown.

Tier 1

They get 10 $5,000 package total confidence this customer fits your ideal customer profile [ICP])

Tier 2

They get 100 $500 packages (mid level confidence these clients fit your ICP)

Tier 3

They get 5,000 $1 packages (less of a fit with your ICP, but enough confidence that communicating with them is worth it)

Step 1: Creating your ICP

Before we decide which prospects get the grand prize and which get the fidget spinner, we have to start by creating a framework for how we identify what customers should be on our target list.

ICP Framework

Below are the five stages of building an ICP, ranked from the data that are typically most readily available to the data and research that are most challenging to incorporate into your demand process. In the list below, firmographic data are the bare basics, required. The rest are optional and are more difficult to do. However, the more research and time you spend on these characteristics, the higher the probability your targeting will be effective.

Note: Your ICP will evolve and get more accurate over time as your demand team matures, as you add data sources into your technology stack, and as you engage more accounts. For example, annual intent data subscriptions cost around $30,000–$100,000 annually but can significantly enhance the predictive fit of accounts and the accuracy surrounding which accounts are currently in-market.

1- Firmographic Data [FOUNDATIONAL]
- Verticals
- Subverticals
- Firm Revenue
- State/Headquartered
- Regional Locations
- Number of Employees

2- Partner Ecosystem and Pursuit Alignment [FOUNDATIONAL]
- Shared ICPs with Critical Partners

3- Organization Characteristics [ADVANCED]
- Technographics
- Sourcing/Outsourcing Strategy
- Core Value Alignment
- Digital Maturity

4- Buying Intent/In-Market Digital Signals [ADVANCED]
- Digital Buying Signals (Searches and Activity)

5- Strategic Buying Triggers and Reasons to Change [ADVANCED]
- Mergers and Acquisitions
- Leadership Changes
- RFP or RFI Information
- New Technology Partnerships
- Macroeconomic Conditions
- Internal Firm Performance

Bonus Points:
As you mature in your ICP process, there are a few hacks to make your list more accessible and user friendly to everyone on the demand team.

Account Fit Score. Using tools like DataFox, you can assign a relative weight to each element of firmographic and technographic data sources, ultimately resulting in a one-number fit score for each account in your total addressable market.

Account Engagement Score. Using tools like CaliberMind, you can assign a relative weight to every engagement activity from email opens and website activity to progression in the latter sales stages. Each account in your total address market will then be assigned an engagement score that updates in real time and makes tracking accounts and prioritizing your demand team's time easier.

Predictive Account Score. Using tools like 6sense and DemandBase, you can combine fit scores, engagement scores, and intent data to develop custom models that assign forward-looking predictive scores for each account in your total addressable market.

Step 2: Decide who gets the $5,000 FedEx packages

1
Pull a list of your current client accounts and, if necessary, your most promising prospective clients.

2
Hold an innovation session with your demand team to review this list through the lens of the ideal client framework above, identifying the characteristics you believe will be most indicative of success for your organization.

3
Split them into Tier 1 ($5,000 FedEx package), Tier 2 ($500 FedEx package), and Tier 3 ($0.55 USPS letter).

4
Tag these prioritized accounts within your CRM and across your tech stack.

The ultimate goal of this process is to create a focused list of accounts that will garner the majority of the demand team's headspace.

The list is most often composed of three account tiers:
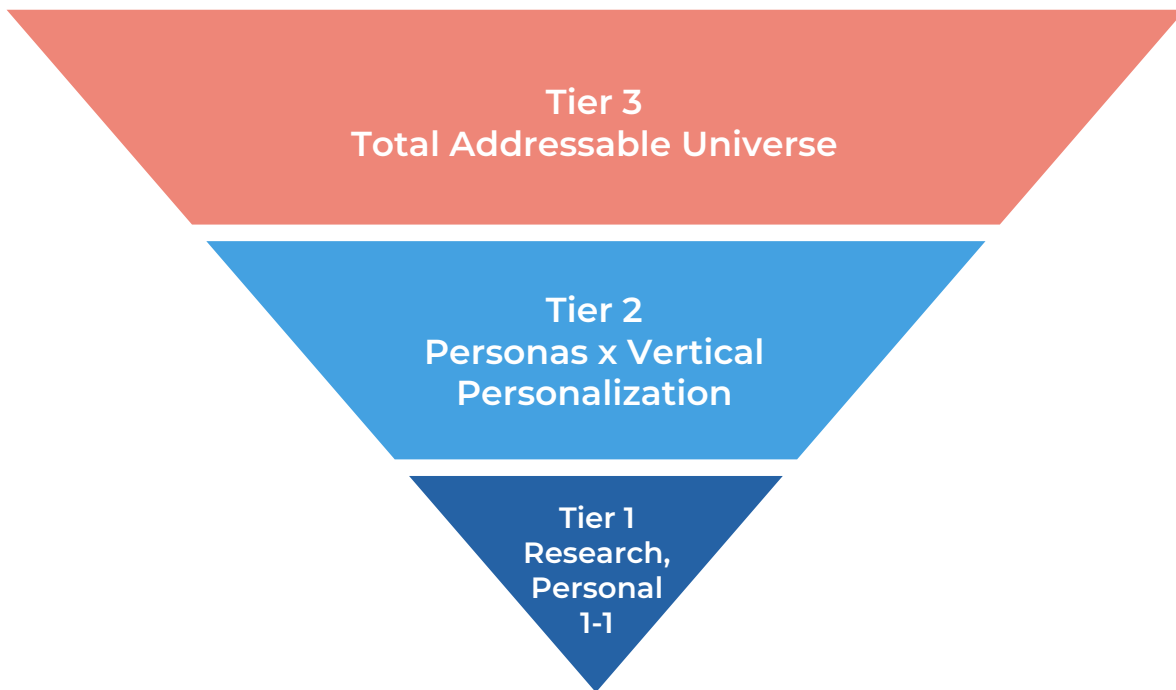
Tier Three Accounts
Your Tier Three accounts should be the broadest bucket, encompassing a large number of potential targets that fit your firmographic (ICP) (vertical, subvertical, revenue size, region, employee count, etc.).

Tier Two Accounts
Tier Two accounts are a fraction of these accounts, often prioritized based on regional proximity, operational characteristics, such as technographics, partner alignment, intent data or recent buying triggers.

Tier One Accounts
Tier one accounts are the ones you believe are most likely to buy from you in the next 3—6 months based on all targeting criteria your firm uses to prioritize accounts.

Step 3: Hold a "this is the list" monthly meeting

Step 3 is usually where things start to break down in organizations. As we mentioned in the demand pods guide, consistently following up with your prospects is critical to succeed.

You need three factors to make sure these ICP lists turn into revenue:

· Confidence that the ICP lists are the right lists

· Discipline to reach out to and follow up with the ICP lists

· Patience to continue to reach out and follow up over the course of 12–24 months

That's right, 12–24 months.

When communicating these lists, it's important to confirm jointly with leadership that these ICP lists are near final for the foreseeable future. Of course, iterations are allowed as you learn, but if the ICP changes more than once a month, then you're in trouble.

We highly recommend you formalize the list and triple-check with everyone on your demand team that these are the marching orders for the next year.

FAQ

· **How do I know we're targeting the right accounts?**
  - This is art and science. Overtime, you'll use your outreach as a feedback loop to tell you what's working and what's not and you can adjust your criteria accordingly. At the end of the day:
    · Tier 1: You should have existing accounts/case studies that are extremely similar to the prospects in this tier and share similar challenges/problems.

    · Tier 2: You should have existing accounts/case studies that are tangentially related/similar to the prospects in this tier.

    · Tier 3: Least confidence, but the confidence you may find is a diamond in the rough. It's not worth ignoring, but it's not worth spending time on.

· **Q: How much time should I spend on this exercise?**
  - This process typically takes 2-6 weeks to complete the first time and you should revisit your ICP onc a quarter.

· **Q: How many accounts per BD rep?**
  - Each rep should be able to handle about 10-30 tier 1 accounts, 50-100 tier 2 accounts and anywhere from another 100-200 tier three accounts.

· **Q: Should the ICP list change?**
  - Yes and no. We recommend hosting a monthly meeting discussing updates to the ICP list. Long story short, the list shouldn't change more than 10-20 percent every month based on engagement and new information. If it changes more than that, then you might be violating the rules outlined in this document, and you should revisit your ICP.

Preferred sources of account data

Best Sources of Account Data
Below are some of the best sources of account data in the market as of fall 2020/winter 2021.

6sense	LeadGenius
Clearbit	LeadIQ
D&B Lattice	Leadspace
Dun & Bradstreet	LinkedIn Sales Navigator
EverString	Node
Growbots	Oracle DataFox
HG Insights	Pitchbook
InsideView	ZoomInfo

Best Sources of Intent Data
Below are some of the best sources of intent data in the market as of fall 2020/winter 2021.

6sense	G2
Big Willow/Aberdeen	Madison Logic
BrightTALK	Mintigo (Anaplan)
Bombora	MRP/Prelytix
D&B Lattice	NetLine
Demandbase	TechTarget
EverString	