

# PROSPECT PROFILE



## ABOUT YOUR SALES ENERGY

YSE provides marketing consulting and services to the IT Channel.

We use proven methods and innovative approaches to help MSPs, VARs, and Channel Vendors break free of their marketing frustrations and achieve new levels of growth.

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To properly market your IT Channel business, you must know WHO you're trying to reach, WHERE to find them, WHAT they need and WHY, WHEN they need it, and HOW to capture their attention.

This simple truth is why building prospect profiles is absolutely essential to a solid marketing strategy.

If you or your marketing provider are NOT doing this, you're missing one of the key first-steps that make marketing effective.

**Your prospect profiles will impact nearly every aspect of your marketing and sales process.**

Your website, email marketing, cold calls, PPC campaigns, content creation... it will all improve once you clearly define your audiences.

**Marketing is about driving consumer behavior.**

You can't reach a prospect if you don't understand them.

You can't resonate with a prospect if you don't know what motivates them.



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# Identify an audience that you may want to start targeting and determine...

## WHO

Define this audience. What kind of person would be included? What does their business look like? What's their role in the company? What's their role in the buying process?

## WHAT

What would this person be looking for? What problems are they hoping to solve? What problems or opportunities might they have that you can make them aware of?

## WHY

Why are they trying to solve these problems or face these challenges? What is their motivation? What can you offer them that would help them or relieve them of their pain points -- or what can you show them that will make them aware of unknown pain points?

## WHERE

Where will they be looking for solutions to their problems? Where are they seeking information? Where can you reach them?

## HOW

How can you help this prospect? How can you impress them with what you have to offer? How can you show them that you're the perfect solution and the obvious choice versus your competition?



**Now that you've really narrowed down to a specific audience, you can start to think about...**

## **WHEN**

When will you catch them in their buyer's journey? Prepare to target them with purpose-built content and offers that will resonate with the audience throughout all stages of the sales cycle.

**Really drill down on these questions! The more specific and detailed your answers, the more effective your marketing will be.**

As you explore these questions, you will start to have "a-ha!" moments where you realize that you have something unique and compelling to offer these prospects.

If you're struggling with a prospect profile, it's possible that you don't know enough about that audience. This means you may not be in the best position to target their niche, so you should start the process over again.

You will want to make multiple profiles, of course. One for each lead generation funnel / marketing campaign.

*Use the template on the next page to help you keep track of your prospect profiles.*



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# PROSPECT PROFILE

<p>Profile Name:</p> <p>Industry:</p> <p>Location:</p> <p>Technical Bias:</p> <p>1 2 3 4 5</p> <p>Emotional Bias:</p> <p>1 2 3 4 5</p>	<p><b>WHO</b></p> <p>Job Title:</p> <p>Role in Buying Decision:</p> <p>Level of Education:</p> <p>Values:</p>	<p><b>WHAT</b></p> <p>Challenges:</p> <p>Pain Points:</p> <p>Needs:</p>
<p><b>WHY</b></p> <p>Ultimate Goal:</p> <p>Fears:</p> <p>Desires:</p>	<p><b>WHERE</b></p> <p>Online:</p> <p>Events:</p> <p>Other:</p>	<p><b>HOW</b></p> <p>Unique Selling Point:</p> <p>Special Expertise:</p> <p>Experience:</p> <p>Products:</p>
<p>Objections:</p>		



## Tips:

Choose industry verticals or audiences that you're already experienced in. This will help when it comes to content creation.

**Emotional Bias and Technical Bias** refer to how likely this audience is to base their buying decision on the nuts and bolts of the product versus the benefit that they will feel from using it.

An audience's **desires** may extend far beyond the goals that they're willing to share with the public. They may want to impress their peers by owning a large business, or they might want to spend more time with their family. Think like a human!

Objections are important. What might stop this audience from choosing you, or from making a buying a decision at all?

## NEXT STEPS...

**Now that you've identified and mapped out your key audiences, there's much more to do!**

Targeting affects everything from this point forward -- from the design of your website to copywriting -- but it is only the first step in the marketing process.

To learn more about putting this information to work, check out the [IT marketing articles](#) on our website, and be sure to make use of the free resources in our Learning Center. (That's where we share all of our tricks for turning marketing know-how into [bottled lightning!](#))

There's no need to embark on the journey of business growth alone. Your Sales Energy is here to [help to any degree that you need](#) -- from strategic planning all the way up to serving as your comprehensive **outsourced marketing department!**



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