**IDEAL CUSTOMER PROFILE
SCORECARD TEMPLATE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | NOT A FIT | POSSIBLE FIT | GREAT FIT |   |
|   | **0 Points** | **1 Point** | **2 Points** | **POINTS** |
| NEED |   |   |   |   |
| The client has no need for a solution. | The client recognizes the need for a solution, but it’s not a primary concern. | The client is actively seeking a solution. |  |
|   |  |   |   |  |   |   |  |   |
|   |   |   |  |
| BUDGET |   |   |   |  |
| The budget is inadequate. | The budget is adequate, but there is no room for changes. | The budget is robust and flexible. |  |
|   |  |   |   |  |   |   |  |   |
|   |   |   |  |
| TIMELINE |   |   |   |  |
| The required timeline is unrealistic. | The required timeline is adequate, but there is no flexibility. | The required timeline is adequate and flexible. |  |
|   |  |   |   |  |   |   |  |   |
|   |   |   |  |
| AUTHORITY |   |   |   |  |
| The customer cannot authorize purchases. | The customer can authorize purchases pending approval. | The customer can authorize purchases in this price range. |  |
|   |  |   |   |  |   |   |  |   |
|   |   |   |  |
|   |   |   |   |   |   |   |   |   |   |  |
| TOTAL POINTSout of a possible 8 |  |

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