

# ICP Template for SMB Service Businesses



Use this template to define your ideal customers and make sure your team understands who you serve best. Fill out each part based on your target market.

## Company Overview

- **Industry:** Primary industry/sector
- **Company Size:** Number of employees and/or revenue range
- **Location:** Geographic area of operations
- **Growth Stage:** Current business phase (startup, growth, mature)
- **Annual Budget:** Typical spending range for your services

## Biggest Challenges and Pain Points

List 3-5 major issues that your services help solve:

- Challenge 1
- Challenge 2
- Challenge 3

## Decision-Makers

List key roles involved in purchasing decisions:

- Primary decision maker (title/role)
- Secondary stakeholders (titles/roles)
- Influencers (titles/roles)

## Buying Triggers

List situations or events that prompt these companies to seek your services:

- Trigger 1
- Trigger 2
- Trigger 3

## Fit Indicators

List characteristics that indicate a strong fit with your services:

- Technical indicator 1
- Operational indicator 2
- Cultural indicator 3

# Your Value Proposition

Document how your services specifically solve their challenges:

- Primary value proposition
- Secondary benefits
- Unique differentiators

## Common Objections

List typical concerns and how to address them:

- Objection 1 + Response
- Objection 2 + Response
- Objection 3 + Response

### **Tips for Using This Template:**

- Complete your market segmentation first to identify your target market
- Be as specific as possible with each section
- Update regularly based on customer feedback and market changes
- Share with your team to ensure alignment on target accounts </aside>