ICP in Sales (A Practical Guide)

Your Ideal Customer Profile (ICP) is a decision filter. Use it when you need to decide:
- who to spend time with
- who to pursue further
- who to deprioritise without guilt

What IS an ICP?

An ICP describes a pattern of customers who:
- experience similar problems
- care about similar outcomes
- buy for similar reasons
- behave in similar ways during sales conversations

When to use your ICP

Use your ICP to:
- qualify new opportunities quickly
- decide whether to pursue inbound interest
- shape outreach relevance
- adjust discovery questions
- recognise when a deal feels "hard for a reason"

ICP is especially useful when:
- pipeline feels busy, but unproductive
- outreach feels generic
- you're unsure where to focus your efforts next

Using AI responsibly with ICP

AI can help you surface patterns. It cannot decide which ones matter. Use AI to:
- compare good-fit vs poor-fit clients and opportunities
- identify common traits across successful customers
- highlight differences you may be overlooking

AI drafts - You judge the output:

- remove generic traits
- ignore superficial similarities
- prioritise what affects buying behaviour

Your ICP will evolve

That's expected. The goal is clarity and focus.
Revisit your ICP when:

- your market shifts
- your offering changes
- your best customers start to look different