



Customer Profile

Update this form for each client company that fits the profile of your 'best client'

Customer Name	
# of employees	
Size company in \$	
Years in business	
Location	
Industry	
Partners and Alliances	
Associations	
Competitors	
Decision Maker	
Influencer	
What opened up the door with this customer?	
What clinched the deal?	
What hurdles had to be overcome?	
Specify if one-time project; if not, describe the additional projects	
Attributes of your client company (young, tolerant, technology-savvy, etc.)	