IDEAL CUSTOMER PROFILE

ICP template

Turn your ICP from a slide into a scoring rubric. Record the traits your best-fit accounts share, weight them on a 100-point scale, and rank every account into Tier A, B or C so sales knows where to focus.

1
Analyze
Pull 50 to 100 closed-won deals from the last 12 months and find the 3 to 5 traits most of them share.

2
Score
Weight four categories on a 100-point scale, giving the most points to the most predictive traits.

3
Route and validate
Route accounts by tier, then check every quarter that Tier A really closes better.

THE FOUR CATEGORIES

CATEGORY	WHAT TO RECORD
01 **Firmographics**	Revenue bands, employee count, industry and business model.
02 **Technographics**	Existing CRM, complementary software and competitor presence.
03 **Strategic intent**	Recent funding, leadership changes or public expansion announcements.
04 **Behavioral baselines**	Account-wide engagement, e.g. several people from one company visiting your pricing page.

STEP 01

Your closed-won traits

List the 3 to 5 traits most of your best closed-won accounts share. These become your baseline criteria.

E.G. Trait: *Uses HubSpot or Salesforce* · Share of closed-won: *85%*

	TRAIT YOUR BEST CUSTOMERS SHARE	SHARE OF CLOSED-WON
1		
2		
3		
4		
5		

STEP 02

Your 100-point scoring rubric

Two criteria per category. For each, describe an ideal, a partial and a poor match, and give points to the ideal and partial match. The ideal-match points should add up to 100.

E.G. Technographics · Criteria: *CRM in use* · Ideal: *HubSpot or Salesforce*, 20 · Partial: *Legacy CRM*, 10 · Poor: *No CRM*

CATEGORY	CRITERIA	IDEAL MATCH	PTS	PARTIAL MATCH	PTS	POOR (0 PTS)
Firmographics						
Technographics						
Strategic intent						
Behavioral baselines						

TOTAL OF IDEAL-MATCH POINTS (SHOULD BE 100)

EXAMPLE

A B2B SaaS rubric

A real model for a SaaS platform targeting B2B organizations. Note how the points favor technical requirements, not company size.

CATEGORY	IDEAL MATCH	PARTIAL MATCH	POOR MATCH
Firmographics (40)	Tech / Fintech (20)	Other B2B (10)	B2C (0)
Company scale	100 to 1,000 FTEs (20)	1,000+ FTEs (10)	Under 50 FTEs (0)
Technographics (30)	Salesforce / HubSpot (20)	Legacy CRM (10)	No CRM (0)
Tech ecosystem	Outreach tools (10)	Basic email providers (5)	Manual (0)
Intent signals (30)	Recent funding (15)	New exec hired (10)	No signals (0)
Engagement	Multiple pricing visits (15)	Single download (5)	No activity (0)

STEP 03

Routing thresholds

Every account’s total score decides what sales does next.

> **E.G.** Routing rule: *Tier A goes straight to an SDR within 24 hours. Tier B enters a nurture sequence. Tier C is excluded from outbound.*

TIER	POINTS	WHAT HAPPENS
Tier A	80 to 100	Immediate outbound priority. A perfect structural match.
Tier B	50 to 79	Nurture and monitor. Missing a key element, but worth long-term marketing investment.
Tier C	0 to 49	Active disqualification. Don’t spend sales resources here.

YOUR CRM ROUTING RULE

STEP 04

Score your accounts

Score a first batch of target accounts against your rubric and assign each a tier.

> **E.G.** *Acme Ltd* · Firmo. 20 · Techno. 15 · Intent 25 · Behav. 15 · Total *75* · Tier *B*

ACCOUNT	FIRMO.	TECHNO.	INTENT	BEHAV.	TOTAL	TIER

STEP 05

Quarterly validation

Tier A should close 1.5 to 2 times more often than Tier B, with shorter sales cycles. If it doesn't, your weightings need recalibrating.

> **E.G.** *Q1* · Tier A win rate *32%* · Tier B win rate *18%* · Tier A cycle *45 days* · Adjust: *lower the weight of company size*

QUARTER	TIER A WIN RATE	TIER B WIN RATE	TIER A CYCLE	WHAT YOU'LL ADJUST

WANT IT BUILT INTO YOUR CRM?

DevriX turns ICP rubrics into CRM scoring and routing, so the right accounts reach the right reps automatically. Learn more at devrix.com/gtm/icp-definition.