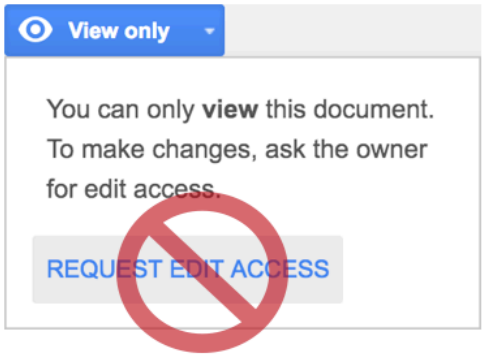

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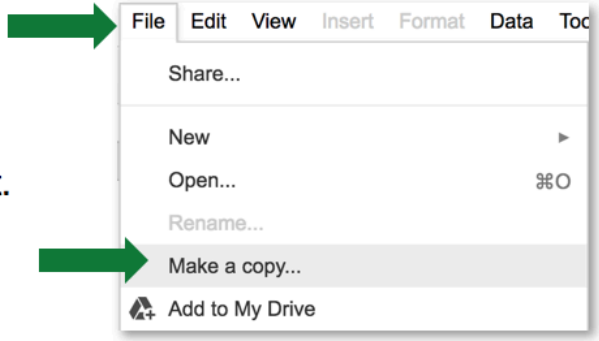

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IDEAL CUSTOMER PROFILE SCORECARD TEMPLATE

	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. ☑	2
BUDGET	The budget is inadequate. ☐	The budget is adequate, but there is no room for changes. ☑	The budget is robust and flexible. ☐	1
TIMELINE	The required timeline is unrealistic. ☑	The required timeline is adequate, but there is no flexibility. ☐	The required timeline is adequate and flexible. ☐	0
AUTHORITY	The customer cannot authorize purchases. ☐	The customer can authorize purchases pending approval. ☐	The customer can authorize purchases in this price range. ☑	2
			TOTAL POINTS out of a possible 8	5

IDEAL CUSTOMER PROFILE SCORECARD

	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 POINTS
out of a possible 8

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