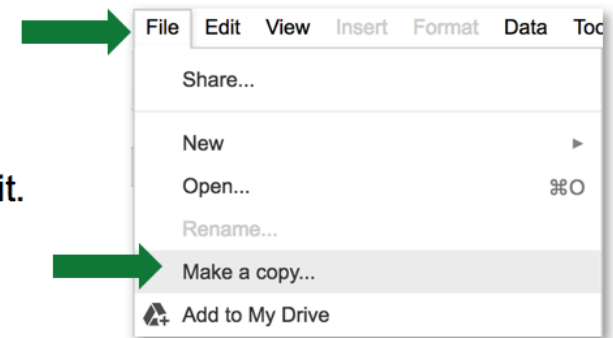


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IDEAL CUSTOMER PROFILE SCORECARD TEMPLATE

	NOT A FIT	POSSIBLE FIT	GREAT FIT	
	0 Points	1 Point	2 Points	POINTS
NEED	The client has no need for a solution. <input type="checkbox"/>	The client recognizes the need for a solution, but it's not a primary concern. <input type="checkbox"/>	The client is actively seeking a solution. <input checked="" type="checkbox"/>	2
BUDGET	The budget is inadequate. <input type="checkbox"/>	The budget is adequate, but there is no room for changes. <input checked="" type="checkbox"/>	The budget is robust and flexible. <input type="checkbox"/>	1
TIMELINE	The required timeline is unrealistic. <input checked="" type="checkbox"/>	The required timeline is adequate, but there is no flexibility. <input type="checkbox"/>	The required timeline is adequate and flexible. <input type="checkbox"/>	0
AUTHORITY	The customer cannot authorize purchases. <input type="checkbox"/>	The customer can authorize purchases pending approval. <input type="checkbox"/>	The customer can authorize purchases in this price range. <input checked="" type="checkbox"/>	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	<div>The client has no need for a solution.</div> <div></div>	<div>The client recognizes the need for a solution, but it's not a primary concern.</div> <div></div>	<div>The client is actively seeking a solution.</div> <div></div>	
BUDGET	<div>The budget is inadequate.</div> <div></div>	<div>The budget is adequate, but there is no room for changes.</div> <div></div>	<div>The budget is robust and flexible.</div> <div></div>	
TIMELINE	<div>The required timeline is unrealistic.</div> <div></div>	<div>The required timeline is adequate, but there is no flexibility.</div> <div></div>	<div>The required timeline is adequate and flexible.</div> <div></div>	
AUTHORITY	<div>The customer cannot authorize purchases.</div> <div></div>	<div>The customer can authorize purchases pending approval.</div> <div></div>	<div>The customer can authorize purchases in this price range.</div> <div></div>	

TOTAL POINTS

out of a possible 8

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