

Sales Tempo: AI-Ready ICP / Persona Template

(The Format AI Loves)

This is structured, labeled, and consistent; a format that AI LOVES. Fill this out to start your persona tracking.

1. Persona Overview

- **Persona Name:**
- **Primary Job Titles:** *(comma-separated)*
- **Seniority Levels:** *(ex: Manager, Director, VP, C-suite)*
- **Departments:**
- **Industries:** *(comma-separated)*
- **Company Size Range (employees):**
- **Revenue Range:**

Why AI cares: These fields map directly to filters in Clay/Unify and match cleanly against enrichment APIs.

2. Core Pain Points (Ranked List)

- 1.
- 2.
- 3.
- 4.

AI tip: Ranking adds weight. LLMs prioritize top-listed pains automatically.

3. Desired Outcomes / Goals (Short bullets, outcome-focused, not features)

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Used by AI for before/after messaging and value prop generation. These can be added immediately based upon return data (ex: titles, verticals, etc.)

4. Buying Triggers (Why are my ICPs experiencing pain right now - how does my software help)

- New job / new leadership
- Funding event
- Rapid hiring
- Product launch
- Tech stack change
- Territory shift
- Compliance / regulation shift
- Internal pressure (quota miss, churn spike)

Add custom ones:

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This is gold. AI uses these to time outreach and build dynamic sequences.

5. Objections (Common + Killer Responses)

- **Objection:**
Rebuttal:
- **Objection:**
Rebuttal:

AI uses these to generate personalized replies and objection handling sequences.

6. Channels They Prefer

- **Email:** Yes/No
- **Phone:** Yes/No
- **LinkedIn:** Yes/No
- **Slack communities:** Yes/No
- **Events / Webinars:** Yes/No

AI uses this for channel routing.

7. Value Props That Actually Hit

List 3–5 messages that ALWAYS resonate with this persona.

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These become the base prompts for Clay/Unify personalization

8. Proof Points

- **Relevant case studies (titles only):**
- **Metrics that matter to this persona:**
- **Social proof keywords:**

AI uses these for personalization without hallucinating numbers.

9. Keywords & Language They Use

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This helps AI match tone and vocabulary

10. Disqualifiers (Who NOT to target, crucial for accuracy)

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Prevents AI from spamming garbage accounts

11. Tech Stack Signals (List MUST-HAVE or MUST-NOT-HAVE technologies)

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Tools like Clay can filter by this instantly

12. Lifecycle Stages Where This Persona Appears

- **Top of Funnel:** Yes/No
- **Mid-Funnel:** Yes/No
- **Bottom of Funnel:** Yes/No

Why this template works well

- Uses labels so LLMs parse them cleanly
- Structured lists → reduces hallucinations
- Clear separation of ICP vs. Persona
- Trigger-based fields → directly actionable for sequencing
- No paragraphs, only actionable metadata
- Works with Clay, Unify, Salesloft AI, 6sense, CRM enrichment, etc.