

IDEAL CUSTOMER PROFILE SCORECARD TEMPLATE

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

TOTAL POINTS
out of a possible 8

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