FRAMEWORK / BIZNATRON

ICP Development Framework

How to Define the Right Market, Recognize the Right Accounts, and Know When the Evidence Changes

An Ideal Customer Profile, or ICP, is not a database filter. It is a decision system for answering a harder question:

Which companies are most likely to experience a problem we can genuinely solve, care enough to act, buy in a way that makes sense, succeed after purchase, and become valuable customers? A weak ICP describes a market. A strong ICP tells the team where to spend time, where not to spend time, what to research, what evidence matters, who inside the account is likely to care, and when an account deserves more attention. The purpose of this framework is not to create the longest list of criteria. It is to create better judgment.

1. An ICP Is a Business Decision, Not a Data Filter

Industry, employee count, revenue, geography, and job titles are useful filters. They are not an ICP by themselves.

A real ICP should help the team answer:

- Which markets are worth entering?
- Which account types are most likely to succeed?
- Which companies should be actively pursued now?
- Which accounts should be monitored for later?
- Which companies should be rejected even if they show interest?
- Which buyer roles are most likely to own the problem?
- Which problems should the message focus on?
- How much research and personalization does each account deserve?

The difference is simple:

Market = where the company can compete. ICP = the type of company most likely to become a good customer. Persona = the person inside that company whose priorities matter to the decision. Priority account = an ICP-fit company with enough timing, evidence, and access to deserve attention now. Do not collapse those four ideas into one list.

2. Market First, ICP Second, Account Priority Third

A useful market model moves through four levels.

Total Market

Every organization that could theoretically use the category.

Serviceable Market

The part of the market the company can realistically sell to and serve based on geography, product, pricing, regulations, delivery, language, support, and other constraints.

ICP Segments

The account types inside that market with the strongest combination of problem fit, operating fit, buying fit, economics, and customer-success potential.

Priority Accounts

The individual companies inside those segments that deserve attention now because timing, evidence, and buyer access are stronger. This prevents a common mistake: treating everyone in the serviceable market as equally valuable. A company can be inside the market and still be a poor ICP. A company can be a perfect ICP and still have weak timing today.

3. Use GATE → SCORE → SIGNAL → ACCESS → ACTION

This is a practical way to turn ICP thinking into execution.

GATE

Does the account meet the non-negotiable requirements to be worth considering?

Examples:

- Supported geography
- Minimum or maximum company size where relevant
- Compatible use case
- Acceptable legal or compliance exposure
- Realistic ability to implement
- No competitive conflict

If an account fails a hard gate, a strong trigger should not rescue it.

SCORE

How strong is the overall fit? Measure company fit, problem and impact fit, buyer and decision fit, commercial fit, and strategic value.

SIGNAL

Is something happening that makes the problem more likely to matter now?

ACCESS

Can the team identify and realistically reach the people who own, influence, approve, use, or block the decision?

ACTION

How much research, personalization, channel effort, and follow-up should the account receive? The important idea is that timing should change priority, not rewrite basic fit.

4. Start With Evidence, But Do Not Overfit to Your Current Customers

If customers already exist, start with the best ones, not the average ones.

Look for customers with strong combinations of:

- Retention
- Expansion
- Healthy margins
- Fast or predictable implementation
- Clear product or service usage
- Low avoidable support burden
- Strong satisfaction
- Good payment behavior
- Shorter or more predictable sales cycles
- Reference or referral value
- High lifetime value

But there is a trap. The customers you have today are evidence of where you have won before. They are not automatically proof of the only market you should pursue next. A company entering a new vertical, launching a new offer, changing price, or moving upmarket may need to test an ICP that does not resemble its historical customer base. Use current customers as evidence, not as a prison.

5. The Best-Customer Cloning Trap

"Find your best customers and clone them" is useful advice until it becomes too literal. Two companies can look identical in a database and behave very differently after purchase.

One may have:

- A strong problem
- An executive sponsor
- Simple implementation
- A capable internal team
- Healthy economics
- A clear decision process

The other may have:

- Weak urgency
- No internal owner
- Heavy customization needs
- A difficult procurement process
- Poor implementation capacity
- Low contract value

The visible firmographics may be the same. The customer quality is not.

The lesson:

Clone the conditions that created a good customer, not only the visible attributes of the customer.

6. Use Three Levels of Evidence

ICP decisions should distinguish what is known from what is inferred.

Level 1: Observable Fact

Something directly visible or verified. Example: The company has opened three new locations.

Level 2: Reasonable Hypothesis

A possible business consequence based on the fact. Example: Multi-location growth may be creating more operational complexity.

Level 3: Buyer-Confirmed Truth

What the buyer confirms is actually happening. Example: "Each location is handling the process differently and management has lost visibility."

The rule is:

FACT → HYPOTHESIS → BUYER-CONFIRMED TRUTH

Do not score a hypothesis as though the buyer already confirmed it. Do not treat missing information as positive evidence. Unknown means unknown.

7. Build the ICP in Eight Layers

A complete ICP goes deeper than industry and headcount.

7.1 Structural Fit

Basic account characteristics:

- Industry and sub-industry
- Employee count
- Revenue range
- Geography
- Number of locations
- Ownership structure
- Business model
- Growth stage
- Customer type
- Regulatory environment

Structural fit tells you whether the company belongs in the market. It rarely explains why the company will buy.

7.2 Operating Fit

How the organization actually works:

- Team structure
- Current process
- Volume of work or customers
- Number of users
- Centralized vs distributed operations
- Existing vendors
- Technology environment
- Internal capabilities
- Compliance requirements

- Decision speed
- Operational complexity

Two companies with the same headcount can have completely different operating needs.

7.3 Problem Environment Fit

Ask whether the conditions that create the problem are likely to exist.

- What normally causes the problem?
- What symptoms appear first?
- How often does it occur?
- Who feels it first?
- What has the organization likely tried already?
- What changes make the problem worse?
- What would make the problem disappear even without buying from us?

That last question matters. If the problem can disappear easily without the solution, the account may be weaker than it looks.

7.4 Impact Fit

A problem only becomes commercially important when the consequence matters.

Look for impact on:

- Revenue
- Cost
- Time
- Risk
- Capacity
- Customer experience
- Employee workload
- Speed
- Compliance
- Retention
- Profitability
- Strategic goals

A company may genuinely have a problem and still not care enough to spend money solving it.

7.5 Buying Environment Fit

Can the organization realistically buy?

Consider:

- Decision structure
- Budget flexibility
- Procurement complexity
- Security or legal review
- Required approvals
- Contract expectations
- Technical evaluation
- Typical buying cycle
- Current vendor relationships
- Ability to create budget when value is strong

Do not assume “no budget today” always means poor fit. Some companies create budget when the business case becomes strong enough.

7.6 Serviceability and Implementation Fit

Can the customer succeed after saying yes?

Consider:

- Implementation effort
- Internal resources
- Data readiness
- Technical compatibility
- Training requirements
- Change-management burden
- Support needs
- Time to value
- Delivery capacity on your side
- Required customization

A customer who is easy to close but impossible to serve well is not an ideal customer.

7.7 Commercial Fit

Does the relationship make economic sense?

Consider:

- Expected contract value
- Gross margin
- Cost to acquire
- Cost to serve
- Implementation cost

- Payment reliability
- Retention potential
- Expansion potential
- Sales-cycle burden
- Support burden

Revenue without healthy economics can create the illusion of growth.

7.8 Strategic Fit

Some accounts create value beyond the first contract.

Examples:

- Reference value
- Access to a desirable vertical
- Multi-location or multi-department expansion
- Partnership potential
- Product learning
- Brand credibility
- Cross-sell potential
- Market-entry value

Strategic fit can break a tie between otherwise similar accounts. It should not excuse poor basic economics or impossible delivery.

8. Watch for Fit Debt

Fit Debt happens when sales wins customers that look attractive at the point of sale but create hidden cost later.

The debt may appear as:

- Heavy onboarding
- Constant exceptions
- Custom work
- Support overload
- Low adoption
- Slow payments
- Internal conflict
- Weak margins
- Renewal risk
- Churn

- Poor references

This is why the best ICP cannot be built from sales data alone. Sales sees who closes. Customer Success sees who adopts. Support sees who struggles. Finance sees who pays and whether the account is profitable. Delivery sees how difficult the promise is to fulfill. A mature ICP combines all of those views.

9. Define the Problem Before the Buyer Title

Teams often begin with job titles because titles are easy to search. Start with the business problem instead.

Use this sequence:

BUSINESS SITUATION → LIKELY PROBLEM → ROOT CAUSE → IMPACT → DESIRED OUTCOME → BUYER ROLES

Example:

Business situation:

A SaaS company adds 15 account executives.

Likely problem:

Pipeline creation may not keep pace with the new selling capacity.

Root cause:

AEs are expected to prospect heavily while also progressing active deals.

Impact:

Expensive sellers spend time on top-of-funnel work, pipeline becomes uneven, and management pressure increases.

Desired outcome:

More consistent qualified pipeline without forcing AEs to own every prospecting task.

Possible buyer roles:

CRO, VP Sales, Head of Business Development, Founder, RevOps. The title comes after the problem logic.

10. Industry Changes What “Fit” Means

The same database fields mean different things in different industries.

SaaS and Technology

Headcount growth may matter because it changes pipeline coverage, onboarding, technical support, or implementation capacity.

MSP, IT, Telecom, and UCaaS

Current provider, contract timing, locations, installed technology, service burden, and renewal dates may matter more than raw employee count.

Consulting and Professional Services

Partner capacity, utilization, project flow, expertise mix, and new-logo pressure may matter more than office count.

Staffing and Recruiting

Open requisitions, hiring velocity, specialization, client concentration, and recruiter capacity can be stronger signals than company revenue alone.

Manufacturing, Logistics, and Industrial

Facilities, production volume, downtime exposure, procurement, equipment, compliance, and operating complexity often matter more than LinkedIn-visible headcount.

Healthcare and Dental

Locations, owner involvement, administrative capacity, staffing, compliance burden, patient volume, and centralization can change fit dramatically.

Financial Services

Risk, regulation, security, data handling, approval structure, trust, and vendor review may outweigh simple firmographics. The ICP should describe the operating reality of the industry, not just the fields available in a database.

11. Separate Fit From Timing

Fit answers:

Would this company realistically benefit and succeed?

Timing answers:

Is there a reason the problem may matter now?

Use four simple categories:

- High Fit + High Timing = Priority now
- High Fit + Low Timing = Nurture, monitor, or light outreach
- Low Fit + High Timing = Investigate carefully
- Low Fit + Low Timing = Deprioritize

A trigger should never turn a clearly bad account into a good ICP.

12. Not All Buying Signals Are Equal

Teams often collect signals without asking whether the signal actually connects to the problem. Use four levels.

Level 1: Structural Signal

Something about the company makes the problem more plausible.

Examples:

- Multi-location model
- Large distributed team
- Regulated environment
- High transaction volume

Useful for fit, but not necessarily urgent.

Level 2: Change Signal

Something has recently changed.

Examples:

- New leadership
- Funding
- Expansion
- Hiring
- Acquisition
- New product
- Technology migration
- Restructuring

Useful because change can create new problems or priorities.

Level 3: Problem-Adjacent Signal

The signal connects more directly to the issue you solve.

Examples:

- Hiring several SDRs when you sell sales-development support
- Opening multiple practices when you solve multi-location compliance
- Posting support roles after customer volume grows rapidly
- Seeking a new CRM administrator during a CRM migration

Stronger because the signal is closer to the problem.

Level 4: Direct Intent or Buyer Evidence

The account is actively showing interest in the category, problem, or decision.

Examples:

- Inbound inquiry
- Referral
- RFP
- Known vendor evaluation
- Direct conversation
- Buyer confirms the problem

The closer the evidence is to the actual problem and decision, the more heavily it should influence priority.

13. Score Signal Quality, Not Just Signal Count

Five weak signals do not automatically beat one strong signal.

Judge a signal using four questions:

Relevance

How directly does the signal connect to the problem we solve?

Proximity

How close is the signal to a real buying decision or business consequence?

Specificity

Does the signal tell us something meaningful, or is it generic activity that could mean anything?

Freshness

Is the signal current enough to matter?

A useful mental model is:

SIGNAL QUALITY = RELEVANCE + PROXIMITY + SPECIFICITY + FRESHNESS

This is a decision aid, not a universal mathematical formula.

14. Use the Four Clocks of Timing

“Timeline” is often too simple.

Problem Clock

When does the problem become painful enough to act?

Budget Clock

When can money be approved, moved, or created?

Contract Clock

Is there a renewal, expiry, procurement window, or vendor deadline?

Political Clock

Are the right internal people ready to support change? An account may be a strong ICP but still wait because one of these clocks is not ready.

15. Build a 100-Point ICP Score

The score creates consistency. It does not replace judgment.

Company Fit: 25 points

- Industry and sub-industry
- Company size
- Geography
- Business model
- Operating structure
- Serviceability

Problem and Impact Fit: 25 points

- Likelihood of the core problem
- Severity of the problem
- Business consequence
- Use-case alignment
- Ability to create measurable value

Timing and Signals: 15 points

- Current trigger events
- Strategic initiatives
- Problem-adjacent signals
- Urgency indicators
- Freshness of evidence

Buyer Access and Decision Fit: 15 points

- Identifiable problem owner
- Relevant decision makers
- Buying committee visibility
- Reasonable decision process
- Ability to reach the right people

Commercial Fit: 10 points

- Expected contract value
- Margin
- Retention
- Expansion potential
- Cost to serve

Strategic Fit: 10 points

- Reference value
- Market-entry value
- Partnership potential
- Learning value
- Expansion opportunity

Total = 100 points

Suggested tiers:

Tier A: 80–100

Strong fit. Prioritize deeper research, buyer mapping, calls, email, LinkedIn, and multichannel execution.

Tier B: 65–79

Good fit. Include in active outbound with moderate research and personalization.

Tier C: 50–64

Possible fit. Use lighter outreach, nurture, or additional research before heavy investment.

Below 50

Deprioritize unless new evidence materially changes the account. The weighting should reflect the business model. Consistency matters more than pretending the score is scientifically exact.

16. Add Evidence Confidence to the Score

A score without evidence can create false precision. For each important criterion, label the confidence behind it.

Verified

Directly confirmed by reliable data or the buyer.

Strong Evidence

Multiple credible indicators support it.

Partial Evidence

Some support exists, but important information is missing.

Assumed

The score is based mostly on a reasonable hypothesis.

Unknown

There is not enough information to score confidently. Two accounts can both score 82. Account A may be 82 with verified evidence. Account B may be 82 because a researcher filled unknowns with assumptions. Those are not the same quality of account.

17. Define the Negative ICP

A strong ICP also defines who should not be pursued. Separate negative fit into two types.

Hard Disqualifiers

Conditions that usually make the account unsuitable.

Examples:

- Unsupported geography
- No valid use case
- Unacceptable legal or compliance exposure
- Competitive conflict
- Impossible technical requirement
- No realistic path to implementation
- Contract size below economic minimum where applicable

Soft Friction

Conditions that make the account harder, but not automatically wrong.

Examples:

- Long procurement

- Complex stakeholder group
- Weak current timing
- Limited buyer access
- Higher onboarding effort
- Incumbent vendor
- Budget not yet defined

Hard disqualifiers protect the business. Soft friction changes strategy, effort, and timing. Do not confuse the two.

18. Negative Evidence Is Real Evidence

Teams are usually better at recording reasons to pursue than reasons to stop.

Track evidence such as:

- Repeated churn in a segment
- Low implementation success
- Poor payment history
- High support burden
- Weak usage
- Low win rate despite strong response
- Heavy discounting
- Long sales cycles that destroy economics
- Frequent security or technical rejection
- No internal owner
- Consistent lack of business impact

The best ICP gets sharper when the company learns who should be excluded.

19. Map the Buying Committee After Company Fit

Once account fit is strong enough, identify the likely people inside the decision.

Common roles include:

- User
- Problem owner
- Champion
- Manager
- Economic buyer
- Executive sponsor

- Technical evaluator
- Security or compliance
- Procurement
- Legal
- Finance
- Blocker or skeptic

For each relevant role, understand:

- What are they responsible for?
- What problem or consequence do they notice?
- What outcome do they care about?
- What risk are they trying to avoid?
- What evidence do they need?
- How much influence do they have?
- What could make them support or block change?

Job titles are clues. The actual buying role must still be confirmed.

20. Match Research Depth to Account Value

Not every account deserves the same research investment.

Tier A or Strategic Account

Research the company, current initiatives, leadership priorities, likely problem, buyer map, current provider where visible, timing signals, relevant proof, and likely decision complexity.

Tier B

Verify fit, likely problem, primary buyer roles, useful trigger signals, and contact data.

Tier C

Confirm basic fit and contactability before spending heavily on personalization.

The rule:

RESEARCH DEPTH SHOULD RISE WITH DEAL VALUE, COMPLEXITY, AND ACCOUNT IMPORTANCE.

Do not spend 30 minutes researching a low-value account that can be qualified in a two-minute conversation. Do not treat a strategic enterprise account like one row in a bulk sequence.

21. Build the ICP Data Model Around Decisions

Only collect fields that change targeting, priority, messaging, qualification, or execution.

Core Account Fields

- Company name
- Website
- Industry
- Sub-industry
- Employee count
- Revenue range
- Geography
- Locations
- Business model
- Ownership
- Growth stage

Fit Fields

- Primary use case
- Problem hypothesis
- Operating fit
- Impact potential
- Technology fit
- Serviceability
- Commercial fit
- Strategic fit
- Hard disqualifier status

Timing Fields

- Buying signal
- Signal type
- Signal date
- Signal source
- Signal quality
- Likely controlling clock
- Current initiative

Buyer Fields

- Problem owner
- Primary buyer
- Economic buyer
- Champion potential
- Technical stakeholder
- Procurement involvement
- Other likely blockers

Evidence Fields

- Verified facts
- Open hypotheses
- Buyer-confirmed truths
- Evidence confidence
- Unknowns to resolve

Scoring Fields

- Company fit
- Problem and impact fit
- Timing
- Buyer and decision fit
- Commercial fit
- Strategic fit
- Total score
- Tier

A CRM should make uncertainty visible, not hide it behind complete-looking fields.

22. Validate the ICP With the Full Customer Journey

Do not validate an ICP using reply rate alone.

Track by segment:

- Contactability
- Connect rate
- Positive reply rate
- Meaningful conversation rate
- Meeting rate

- Qualified meeting rate
- Opportunity creation
- Win rate
- Average contract value
- Sales-cycle length
- Implementation success
- Time to value
- Support burden
- Retention
- Expansion
- Margin
- Lifetime value

A segment that books many meetings but rarely becomes healthy revenue may be a bad ICP. A smaller segment with fewer replies but stronger wins, retention, margin, and expansion may deserve more investment. The best ICP is not the segment that talks the most. It is the segment that creates the strongest overall customer economics and strategic value.

23. Know Which Problem You Actually Have

Poor performance does not automatically mean the ICP is wrong.

Low contactability

Likely data-quality, channel, or market-access problem.

Good contactability, low conversations

Possible targeting, timing, opener, or message-relevance problem.

Good conversations, low meetings

Possible problem selection, qualification, trust, objection, or CTA problem.

High meetings, low qualification

Possible ICP, persona, or qualification problem.

High qualified opportunities, low wins

Possible discovery, positioning, value, competition, stakeholder, pricing, or decision-risk problem.

Good wins, poor implementation or retention

Possible customer-fit, serviceability, expectation-setting, or delivery problem. Do not redesign the ICP to solve a problem that belongs somewhere else in the revenue system.

24. When Should the ICP Actually Change?

Change the ICP when repeated evidence shows that one or more assumptions are wrong.

Good reasons to change it include:

- A segment repeatedly creates better wins and retention
- A segment repeatedly creates poor customer economics
- A new product opens a genuinely different market
- Pricing changes what customers can buy profitably
- Delivery capability expands or contracts
- Regulation changes market fit
- The buying committee changes materially
- The problem shifts because the market changes
- A new business model creates a different use case
- Repeated buyer conversations invalidate the original problem hypothesis

Bad reasons to change it include:

- One bad week
- A few negative replies
- One lost deal
- A rep dislikes the segment
- A new database filter looks interesting
- One large logo asks for something unusual
- A competitor begins targeting the same market

The ICP should learn, not panic.

25. Watch for ICP Drift

ICP Drift happens when the written ICP says one thing but the team gradually pursues something else.

Common causes:

- Reps chase easier conversations
- Leadership asks for logos outside the model
- Marketing optimizes for lead volume
- A large inbound account receives special treatment
- Scoring definitions become loose
- Old data remains in the CRM
- Promotions attract lower-fit customers
- Teams stop recording disqualifiers

Review what the company actually sells to, not only what the ICP document says it sells to.

26. Run an ICP Workshop Around Evidence

Bring together leadership, sales, marketing, customer success, support, delivery, and finance where relevant.

Ask:

Market Questions

- Where do we create the clearest value?
- Where do we win consistently?
- Where do we want to compete next?
- Which segments are serviceable but not attractive?

Problem Questions

- Which problems create action?
- What causes them?
- What are the early signals?
- What makes buyers ignore the problem?
- What makes the problem become urgent?

Customer Questions

- Which customers would we gladly win again?
- Which customers expand?
- Which customers are profitable?
- Which customers are easiest to make successful?
- Which customers create Fit Debt?

Sales Questions

- Which accounts become real opportunities?
- Which segments move faster?
- Who becomes the problem owner or champion?
- Where do deals stall?
- Which segments require heavy discounting?

Delivery and Success Questions

- Which customers implement cleanly?
- Where does adoption fail?

- Which accounts create support burden?
- Which characteristics correlate with churn?

Evidence Questions

- What do we know?
- What are we assuming?
- What data supports the assumption?
- What would prove us wrong?

A useful workshop should produce criteria, not opinions.

27. ICP Development Template

Use one template for each meaningful ICP segment.

ICP Name

A clear segment name.

Market

Industry:

Sub-industry:

Geography:

Business model:

Serviceable constraints:

Company Profile

Employee range:

Revenue range:

Locations:

Ownership:

Growth stage:

Operating model:

Problem Environment

Primary problem:

Likely root cause:

Symptoms:

Business impact:

Cost of inaction:

Desired outcome:

What could solve the problem without us:

Serviceability

Technical fit:

Implementation effort:

Internal resources required:

Support burden:

Time to value:

Buying Signals

Structural signals:

Change signals:

Problem-adjacent signals:

Direct intent signals:

Signals to ignore or down-weight:

Buying Committee

Problem owner:

Primary buyer:

Champion profile:

Economic buyer:

Technical evaluator:

Other stakeholders:

Likely blockers:

Commercial Profile

Expected deal size:

Sales cycle:

Margin potential:

Retention potential:

Expansion potential:

Cost to serve:

Negative ICP

Hard disqualifiers:

Soft friction:

Known Fit Debt risks:

Evidence

Verified facts:

Hypotheses:

Buyer-confirmed truths:

Important unknowns:

Evidence confidence:

Scoring

Company fit:

Problem and impact fit:

Timing:

Buyer and decision fit:

Commercial fit:

Strategic fit:

Total:

Tier:

28. Turn the ICP Into a Learning System

The ICP should control execution and learn from results.

Use this loop:

MARKET HYPOTHESIS → ICP SEGMENT → ACCOUNT GATE → FIT SCORE → SIGNALS → BUYER MAP → RESEARCH → OUTREACH → CONVERSATION → QUALIFICATION → OPPORTUNITY → WIN OR LOSS → IMPLEMENTATION → RETENTION → EXPANSION → ICP REFINEMENT Sales does not simply use the ICP. Sales, customer success, support, delivery, finance, and customer outcomes continuously improve it.

29. The Biznatron ICP Decision Model

Before prioritizing an account, ask:

- Does it pass the hard gates?
- What makes the company structurally relevant?
- What operating condition creates the use case?
- What problem is plausible?
- What business consequence could matter?
- What is verified fact and what is still hypothesis?
- How strong is the evidence?
- What signal makes timing better or worse?
- Which of the Four Clocks may control action?
- Who likely owns the problem?
- Can the account realistically buy and implement?
- Would the account be healthy to serve?
- Does the economics make sense?
- What could make this account create Fit Debt?
- What level of research and outreach does the score justify?
- What evidence would cause us to change our mind?

That final question is important. A good ICP system should be able to disconfirm itself.

30. Final Principle

The purpose of an ICP is not to describe everyone who could buy. It is to help the company choose where a real problem, strong fit, healthy economics, realistic buying conditions, and customer-success potential overlap.

The core logic is:

GATE → FIT → EVIDENCE → TIMING → BUYER → SERVICEABILITY → ECONOMICS → PRIORITY → LEARNING

A strong ICP does not only improve prospecting. It improves messaging, qualification, pipeline quality, win rate, implementation, retention, expansion, and the quality of strategic decisions about where the company should grow.

How Biznatron Helps

Biznatron turns broad target markets into practical outbound systems by defining ICP segments, identifying negative fit, researching account conditions, scoring evidence, mapping buyer roles, validating data, prioritizing signals, and connecting the ICP directly to calls, email, LinkedIn, qualification, reporting, and continuous optimization. Better targeting is not simply fewer wasted messages. It is a stronger reason for every sales action to exist.

BUILDING BUSINESSES THROUGH PEOPLE

Explore more practical revenue resources at www.biznatron.com/resources