ICP & Ideal Buyer Profile

Input Definitions & Field Guide

Definitions for every dimension in the ICP framework -- firmographics, technographics, behavioral signals, and the approach column -- plus field-by-field guidance for completing the buyer persona canvases for each stakeholder type. Use this document when building, scoring, or updating the ICP in your CRM.

OWNERSHIP | Revenue Operations owns the ICP scoring model. CRO signs off on tier definitions. All field inputs reviewed quarterly.

FIELD / DIMENSION	DEFINITION	WHERE TO SOURCE IT	HOW TO COMPLETE IT	NOTES & BEST PRACTICES
ICP FRAMEWORK FIELDS				
Definition (Tier)	The tier assigned to a target account: Ideal (Tier 1), Good Fit (Tier 2), or Possible Fit (Tier 3). Drives outbound strategy, sequence assignment, and AE prioritization.	Determined by scoring firmographic, technographic, and behavioral criteria. Scored and stored in CRM.	Score each criterion 1-3. Total score determines tier: Tier 1 = 80%+ of max; Tier 2 = 55-79%; Tier 3 = below 55%.	Review tier assignments quarterly. Accounts can move up or down. Automate re-scoring when key account fields change.
Firmographics	Static account attributes: industry/vertical, headcount range, annual revenue, funding stage, ownership type (VC/PE/public/bootstrapped), and geography.	LinkedIn Sales Navigator · ZoomInfo · Apollo · Crunchbase · company websites.	Define specific ranges, not vague descriptors. "250-2,500 employees" is operationalizable. "Mid-market" is not. Require all fields populated in CRM on account creation.	Firmographics are necessary but not sufficient. They narrow the universe -- technographic and behavioral signals are more predictive of near-term conversion.
Technographics	The technology stack the target account uses. Indicates sophistication, integration complexity, budget willingness, and whether your product will be additive or redundant.	Clearbit · BuiltWith · G2 Buyer Intent · Bombora · ZoomInfo Tech Profiles · direct discovery.	Identify 3-5 "signal tools" that indicate ideal fit (e.g., Salesforce, Outreach, Gong). Flag accounts using direct competitors. Map to required integration work before outreach.	Tech stack signals are often more predictive than firmographics. A company already invested in your category is more likely to buy -- and expand -- than a greenfield account.
Behavioral Signals	Real-time events that indicate a company is actively in-market or experiencing the pain your product solves. More predictive of near-term conversion than any static attribute.	LinkedIn (job postings, leadership changes) · G2 Buyer Intent · Bombora · Crunchbase/PitchBook · Google Alerts.	Define specific trigger events: new VP of Sales or RevOps hire, funding round in last 90 days, job posting for roles your product supports, G2 category research activity. Set automated alerts.	Behavioral signals decay quickly. A funding announcement is actionable for ~60 days. A hiring signal for ~30 days. Build timing into sequencing -- early outreach beats late outreach on these triggers.
Approach	The GTM motion and outbound strategy assigned to each tier. Determines sequence type, channel mix, executive involvement, and whether to invest in proactive outbound at all.	Defined in GTM planning with CRO and Sales leadership. Documented in sequence library and sales playbook.	Tier 1: account-based, exec-level, multi-channel. Tier 2: standard outbound sequence. Tier 3: inbound response only -- no proactive outbound investment.	Enforce tier-to-approach discipline. Track sequence enrollment by tier in your SEP. Mixing approaches dilutes Tier 1 investment and overspends on Tier 3.
BUYER PERSONA CANVAS FIELDS				

FIELD / DIMENSION	DEFINITION	WHERE TO SOURCE IT	HOW TO COMPLETE IT	NOTES & BEST PRACTICES
Role & Title	The specific job titles that typically fill this persona role in a deal. Different from job level -- the same function can be a Director, VP, or C-suite depending on company size and stage.	CRM contact titles on closed-won deals · Win/loss interview notes · LinkedIn research on contacts at best-fit accounts.	Pull contact titles from your top 20% of accounts. The patterns will tell you who is actually in the deal, not who you think should be.	Title varies by company size. At 200 employees, RevOps may be a Director. At 2,000 employees, a VP. Segment persona definitions by company size where the pattern differs materially.
Cares About	The professional priorities and success metrics of this persona. What are they measured on? What would make their quarter a success? What does their boss ask them about?	Win/loss interviews · Gong call recordings from discovery · Analyst reports on the function · LinkedIn content from the persona type.	Listen to discovery call recordings per persona type. Compile the top 5 answers to "what keeps you up at night." These become your core value proposition themes for each segment.	Personas should be revalidated against real discovery data every 2 quarters. What decision-makers care about shifts as their function matures and as market conditions change.
Speaks In	The specific vocabulary, metrics, and language this persona uses when discussing their work. The words they use in Slack, in board decks, in job postings, and in vendor evaluations.	Gong call recordings · Job postings for these roles · LinkedIn posts from persona leaders · Analyst and industry content.	Mirror their language in outreach. If they say "ramp time," say "ramp time" -- not "time-to-productivity." Linguistic alignment is a credibility signal. Build a vocabulary list per persona.	Use persona vocabulary in sequence copy, discovery question guides, and demo scripts. Vocabulary mismatches are a common reason outreach gets ignored.
Pain Points	The specific friction, frustration, or business problem this persona experiences that creates urgency to buy. Pain is the gap between where they are and where they need to be.	Win/loss interviews · Gong discovery call recordings · Churn interviews · G2 reviews in your category · LinkedIn complaints.	Pain must be specific and confirmed. "Poor visibility" is not a pain point. "I cannot tell which reps will hit quota until the last two weeks of quarter" is a pain point.	Rank pain points by frequency (how often you hear it) and urgency (how much it costs them). Focus messaging on the top 2-3 most frequent and most urgent combinations.
How to Engage	The outreach approach, channel, messaging angle, and proof points that resonate with this persona. Includes first-touch formula, what to lead with, and what to avoid.	A/B testing in your SEP · Reply rate and meeting rate data by sequence variant · Direct input from AEs on what converts.	Define a first-touch formula: [Problem acknowledgment] + [Relevant proof point] + [Specific ask]. Test variants by persona and tier. Measure reply rate, not open rate.	Economic buyers respond to ROI and business outcomes. Champions respond to workflow efficiency and quick wins. Technical evaluators respond to security certs and integration documentation.