**[A green sign with white text

Description automatically generated with medium confidence](https://www.smartsheet.com/try-it?trp=11795&utm_source=template-word&utm_medium=content&utm_campaign=Ideal+Customer+Profile+Scorecard-word-11795&lpa=Ideal+Customer+Profile+Scorecard+word+11795)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. | | | The client recognizes the need for a solution, but it’s not a primary concern. | | | The client is actively seeking a solution. | | |  |
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|  | | |  | | |  | | |  |
| BUDGET |  | | |  | | |  | | |  |
| The budget is inadequate. | | | The budget is adequate, but there is no room for changes. | | | The budget is robust and flexible. | | |  |
|  |  |  |  |  |  |  |  |  |
|  | | |  | | |  | | |  |
| TIMELINE |  | | |  | | |  | | |  |
| The required timeline is unrealistic. | | | The required timeline is adequate, but there is no flexibility. | | | The required timeline is adequate and flexible. | | |  |
|  |  |  |  |  |  |  |  |  |
|  | | |  | | |  | | |  |
| AUTHORITY |  | | |  | | |  | | |  |
| The customer cannot authorize purchases. | | | The customer can authorize purchases pending approval. | | | The customer can authorize purchases in this price range. | | |  |
|  |  |  |  |  |  |  |  |  |
|  | | |  | | |  | | |  |
|  |  |  |  |  |  |  |  |  |  |  |
| TOTAL POINTS out of a possible 8 | | | | | | | | | |  |

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