

ICP – Current Customer Investigation

Phone conversation with [Contact name - Company name]

Mission – To work out the inflo.Ai ICP

Objective – To gain further insight to assist in better understanding the inflo.Ai ICP:

- allowing us to better describe them and their core challenges
- enabling us to find great prospects, more easily, through smart targeting

Strategy – To ask knowledgeable people clever questions to achieve the objective

Tactics – To reach out to current customers with the following questions:

General questions:

- How many people work in your company?
- Do you currently spend money on PPC?
- How is the structure of your current marketing team organised?

Purchasing Decision

- Why did you decide to purchase our solution in the first place?
- What motivated you to act?

Other possible industries:

- What other:
 - Companies / Industries have you worked in that could use the infloAi platform?
 - Markets would most benefit from the inflo.Ai service / product / technology?

Looking at infloAi

- Name two things which you would improve about our service
- Finally, can you think of three people in your network who could benefit from the service that you'd be happy to introduce us to?