**Target Profile Worksheet**

Using the worksheet below, define the profile of an ideal target for your sales organization to pursue. Complete the columns, left to right, before starting on the Target Profile column. Each column should be populated independent of the others and without concern of the ultimate goal. Simply complete each one, then utilize the information to develop five to eight bullet points that describe the ideal target for your business.

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| **Vertical Markets** | **Excellence** | **Topical Issues** | **Target Profile** |
| What are the vertical markets in which your company is strong and known as an expert? | List the areas at which your company executes very well. Feel free to list items where you plan to be performing at a level of excellence soon. | What’s happening in the market? What are customers talking about, or would be interested in learning about? | After completing the three columns on the left, list five to eight bullet points that describe your ideal target. |
| * Critical Infrastructure * Healthcare * Airports * Public Safety * Property Management | * Design build a solution * Large product offering * Higher level of integration (multiple products into one solution) * Larger deployments * Remote services | * Active shooter * Hosted services * Cyber   + physically securing space where they store their data   + Protecting their customer sites * Credentialing | * Large healthcare systems * Property managers that oversee multi-tenant buildings for enterprise customers |