

The background of the slide features a dark, atmospheric scene of a person walking through a hallway. The hallway is lined with vertical light bars or windows, creating a series of bright, vertical streaks of light against the dark background. The person is seen from behind, walking away from the viewer, and their silhouette is partially illuminated by the light from the bars.

IDENTIFY YOUR IDEAL CLIENT PERSONA OR PROFILE(ICP) AND MAKE SURE TO FILTER THEM

FILTER DREAM CLIENTS (ICP)

An enquiry at this early stage indicates their interest in your brand or the information, but they might not be ready to buy anything just yet. Most of them are not even qualified for sales, which means they haven't expressed interest in buying anything right now, and you have no proof that they're a fit for your business. Even so, they're familiar with your business and its solutions.

Start by screening every inquiry using their Expression of Interest (EOI). But the foremost thing to check before is whether the enquiry is based on the project category, property type and particulars you cater to, along with the Purchaser Persona with a Persistent Problem or a Progressive Plan to be solved, to distinguish your ideal client profile (ICP) and assess its alignment with the services you offer. Currently, that enquiry is more passive and unqualified.

Step 01

Project- Property- Particulars

Project Category -The Segments you work and master in

Property Type - The Property types you excel.

Particular Details - The specifications you cater to regarding styles, sizes and state of the property.

Step 02

The Non- Negotiable Persona

Persona Profile (Personal & Professional) - (High Stakes invested both financially as well as emotionally)

Property Plans or Pains - Check if you address the visions, jobs & challenges of the persona

Purchasing Power - Check on the face of it, the Pricing & payment match

Step 03

Passion, Place & Purchaser

Passion/ Product Check
Ensure they match your core interest

Purchaser Type (Decision Maker)
(Homeowner/ Founder/ EPC / Developer)

Place of Operation
Where the project is being built, in case this requires beyond e-design services