

EOS® Implementer Tool Overview:

Accelerate Traction with a Clear ICP

We all know the old adage. You can't be everything to everyone. Yet, many companies find their teams chasing any prospect.

Help client find the right prospect – the one that values their unique value proposition – with a clear ICP helps them focus, align, and grow faster.

ICP + Target List Exercise

We have developed this simple exercise specifically for EOS® implementers to help their clients use their current client list to identify and align on their ICP(s). It answers questions like:

- Who are our best customers?
- What do they have in common?
- What do we need to look for to find more customers like them?

Use This Tool To:

- Identify replicable client patterns
- Create a solid basis to rate current prospects and build a high-value target list
- Focus sales/marketing resources

Coaching Prompts

- Who are your 10 dream clients, and what do they have in common?
- If I asked a new salesperson who to target, would they know who to call?
- Does your messaging speak directly to this ICP?

Chief Outsiders tools for EOS® Implementers

This tool is part of a Chief Outsiders toolkit designed for EOS Implementers to use with clients as they prepare for L10 meetings, V/TO™ workshops, or other Marketing and go-to-market review sessions. Get additional tools or request a complimentary consultation with a Chief Outsiders CSO or CMO by visiting www.chiefoutsiders.com/eos.