

Business to Consumer (B2C) Physical Profile

Business Name _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Phone _____ Email _____

1. Gender _____

2. Age _____

3. Marital Status _____

4. Yearly Income Range \$0 – 25,000 \$25,001 – 50,000 \$50,000 – 75,000
 \$75,001 – 100,000 \$100,000 – 125,000 \$125,000 +

5. Education Level _____

6. Job Title / Profession _____

7. What are their typical buying patterns? _____

8. What do they purchase prior to purchasing what you sell? _____

9. What related products / services do they purchase? _____

Notes _____

Business to Consumer (B2C) Physical Profile

SUMMARY

Instructions

1. Enter the result gathered from your Physical Profile Research.
2. In the Summary Analysis, summarize all three profiles to identify trends.

	Subject 1	Subject 2	Subject 3
1. Gender			
2. Age			
3. Marital Status			
4. Income Level (range)			
5. Education Level			
6. Job Title			
7. What are their typical buying patterns?			
8. What do they purchase prior to purchasing what you sell?			
9. What related products / services do they purchase?			

SUMMARY ANALYSIS

1. Gender	Male	Female	Male & Female	
2. Age				
3. Marital Status	Single	Married	Divorced	
4. Income Level (range)				
5. Education Level	High school	BA/BS	MBA	Phd
6. Job Title				
7. What are their typical buying patterns?				
8. What do they purchase prior to purchasing what you sell?				
9. What related products / services do they purchase?				

Business to Business (B2B) Physical Profile

Business Name _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Phone _____ Email _____

Website _____

1. Number of Employees _____

2. Headquarters Location _____

3. Product or Service Type _____

4. Annual Revenue _____

5. Number of Branches _____

6. Location of Branches _____

7. Year Founded _____

8. Organizational Structure _____

9. Title of Decision-Maker _____

Business to Business (B2B) Physical Profile

SUMMARY

Instructions

1. Enter the result gathered from your Physical Profile Research.
2. Where applicable, list information as an overall range such as Number of Employees (5-15).
3. Highlight or circle similar items in each row to identify trends that can allow you to better target your prospects.

	Subject 1	Subject 2	Subject 3
1. Number of Employees (range)			
2. Headquarters Location			
3. Product or Service Type			
4. Annual Revenue (range)			
5. Number of Branches (range)			
6. Location of Branches			
7. Year Founded (range)			
8. Organizational Structure			
9. Title of Decision-Maker			
10. Decision-Maker			
11. Influencer			
12. User			