Winning Through Data to Develop the Ideal Client Profile
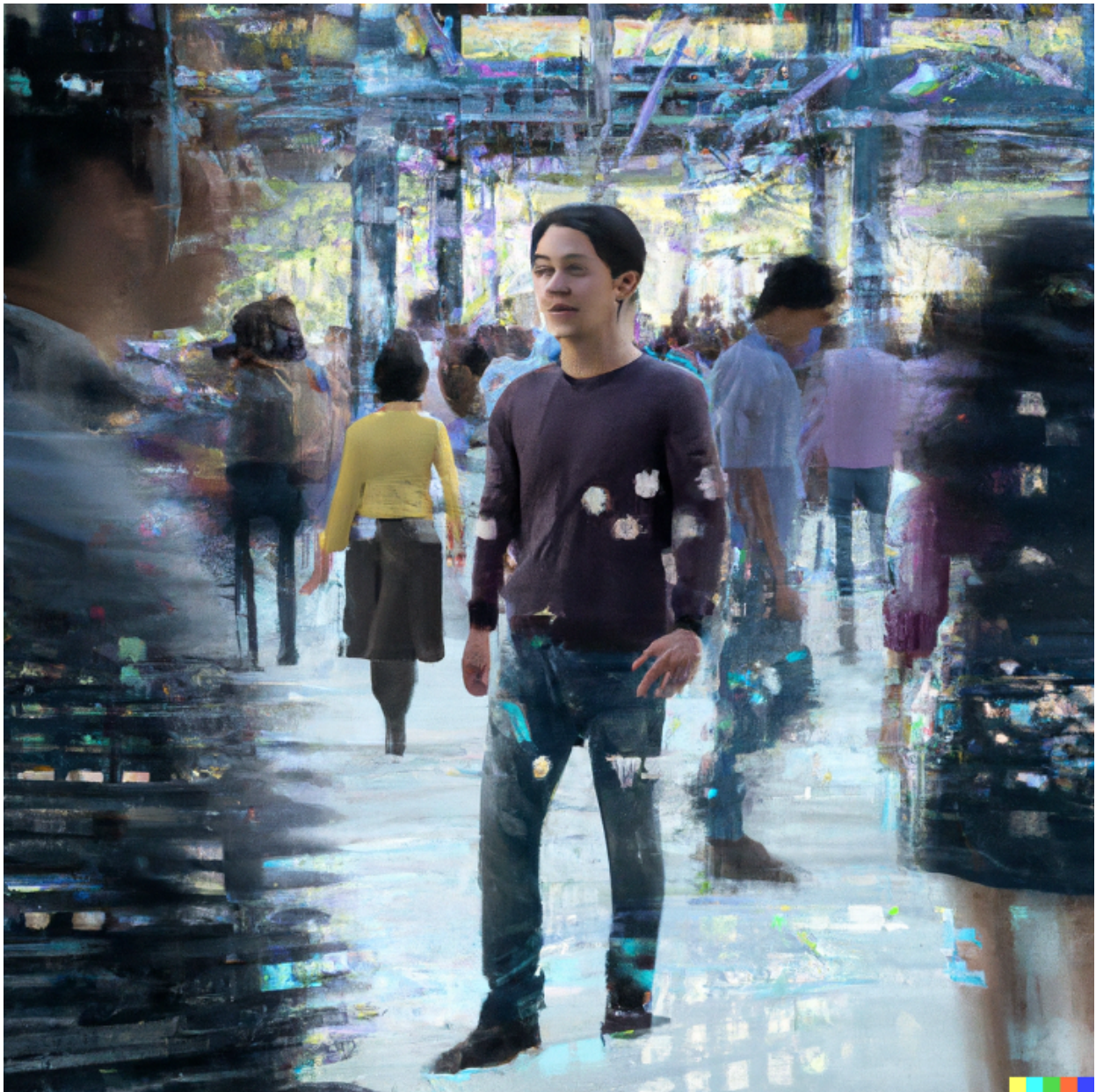

Image from Dall-E

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CHALLENGE

We hold this truth to be self-evident, that your clients are your business. And in challenging times especially, building a great client experience is the cornerstone to your survival and long-term success. As Adam Grant says, people "want to know you're on their side."

Adam Grant ✓
@AdamMGrant

In hard times, people don't want to be told to look on the bright side. They want to know you're on their side.

Limited resources and a myriad of opportunity sets requires pursuing opportunities for which you have the highest chances of winning. Winning comes from having the right clients, the clients who trust you and clients for whom you are best suited to help given all the assets, resources, and mission of your firm. You must have your customers' trust to win the opportunities you choose to pursue.

Finding the match with the customers you are best suited to help requires a thoughtful approach to the following:

- You have seen others use the "spray and pray" approach only to expend valuable resources chasing non-ideal clients with low close rates. How do you know where to focus and on whom to focus?
- How do you assess not just the right clients today but also the right clients for the future?
- How do you find and connect with these clients? How does one define "right"?

These are natural challenges that arise as leaders ascertain the best client-product fit. The ultimate answers always sit with the clients and being on their side. Best captured in the concept of the Ideal Client Profile (ICP), the key is to build a set of strategies/best practices to hone in on the ideal client.

APPROACH

The Key is Data

Time is money and money is now dear. So, we must all design smart and execute fast. To determine the ideal client, companies need to adopt unified, strategic, and practical approaches to discover the ICP. The game of unlocking the ICP is one of continual iteration and success and requires the marriage of unbiased, relevant data with approaches customized to your business model. Only then will client insights become actionable and meaningful to your company's daily workflow. There is no one approach that works but instead, many are available from which we help firms design the best customer development and identification strategy. To narrow the right approach, the right data is required.

SOLUTION

The workshop is designed to bring together the entirety of your commercial organization and ensure everyone has a solid foundation of tools to define, understand, and empathize with the client. To help you focus on and qualify your ideal clients, we help you fully leverage the client data currently at your fingertips, most effectively collect new data, and use the latest technology and best practices to extract the right insights.

Contact us to discuss your primary needs.

KEY OBJECTIVES BY ANDURIL SOLUTIONS FRAMEWORK

STRATEGIZE	• Identify and extract market intelligence from the company's unique client data sets • Learn strategies / best practices to validate your ICP • Customer Profiling and Segmentation of current customers (explore and apply the best approach: psychographic approach, the consumer typology approach, and the consumer characteristics approach)
TARGET	• Describe your Ideal Client Profile (ICP) and test via A/B testing and/or marketing engagements • Construct 2-3 buyer personas of the Ideal Client and test via sales campaign designs
REVEAL	• How to successfully run deal postmortems to test product-market fit for your ICPs • Customer Profiling and Segmentation of future customers (explore and apply the best approach: psychographic approach, the consumer typology approach, and the consumer characteristics approach)

Anduril Deliverables

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Client X-Ray	To diagnose how well you execute on meeting your clients' needs and expand on areas for improvement with targeted solutions, we X-ray the client data you currently utilize.
Data Gaps Report	For better understanding your customers' experience and perspective, we identify both data you could better capture and data you have not captured.
Refining the Ideal Client Profile	We work with you to quickly iterate on your ICP strategy so that you may reduce go-to-market lags, maximize deal sizes, and increase sales and marketing efficiency.

DATA-DRIVEN STRATEGY

Executive teams embarking on the journey must ensure that the systems, repositories, and databases that are housing the data are connected in the most effective way possible to allow for efficient usage and consumption across the entire organization. If this is not achieved, overall operational efficiency will be impacted and performance across the entire organization will drop.

In order for the organizational culture to move toward accepting a data-driven approach to strategy, executives must provide a strategy roadmap for the journey. A roadmap is an essential guide for an organization to be able to identify milestones and markers over time and it is essential to measure these markers over years and decades. The elements of a clear data-driven strategy include executive leadership leading the way on identifying the core elements of organizational strategy, setting targets, and revealing the outcomes related to strategy.

Below, we provide a succinct explanation of each of these elements and how they can be applied to any organization.
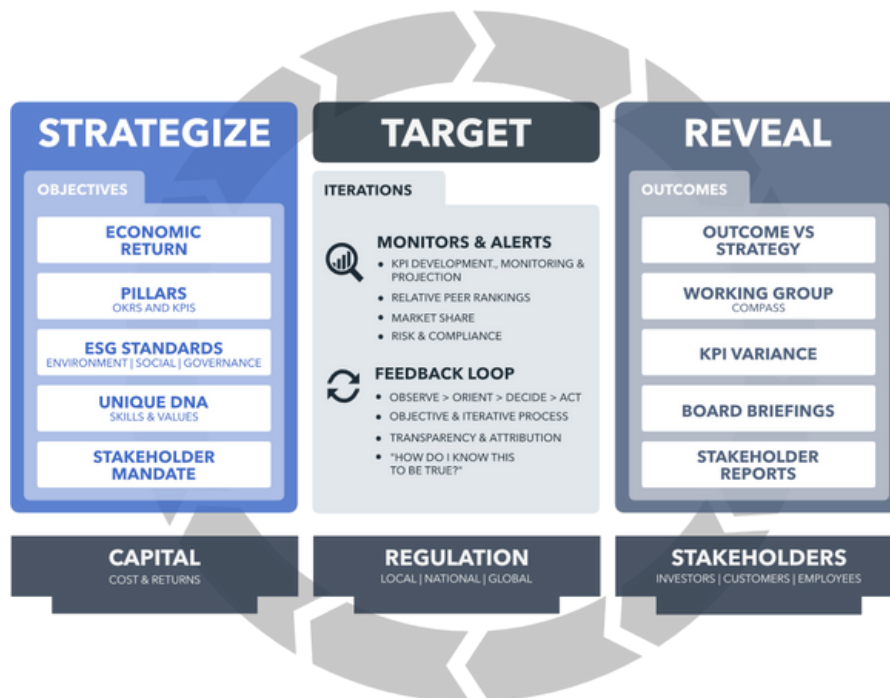
[Element descriptions on next page]

ELEMENT DESCRIPTIONS

STRATEGIZE

Developing a concrete understanding of material issues and a strategic roadmap is essential in the pursuit of winning. Elements of this roadmap include securing the mandate from key stakeholders, identifying advantages and opportunities, creating pillar goals and desired outcomes, and allocating resources to ensure that the work is not only endorsed, but also positioned throughout the organization for execution and success.

TARGET

Hypothesis formation is essential in identifying key performance indicators. The formation process relies on asking and answering key questions such as:

- How will we know our assumed success to be true?
- How can we move beyond static assumptions applied to fixed models?
- How do we know that the business is aligned with stated principles?

KPI identification must consider investor expectations, business best practice measurements, and compliance related issues such as governance, shareholder rights, and auditing measures. Key data functions such as peer benchmarks, OKR progress, and quarterly anticipated KPIs are essential in providing building blocks for success.

REVEAL

Linking key reporting metrics to stakeholders and testing the hypothesis through evaluating key assumptions through data assessment, allows for evaluating outcomes relative to intended strategy. Results of this process lead to confirming and reorienting KPIs to respond to the evolving needs of the organization. This circular assessment ensures that continuous organizational learning and evolution is occurring and the overall process is driving the organization toward optimal performance.

ANDURIL SOLUTIONS

ARE YOU LEVERAGING YOUR DATA?

Data, like water, is an abundant resource but it must be prepared and utilized for specific purposes. Our focus on modeling KPIs will equip your teams to execute with decisive data-driven decisions. We help you leverage your data into actionable insights and increase your probability of success through real-time Key Performance Indicators (KPIs).

ANDURIL APPROACH

The Anduril team provides clients with expert personalized and customized services built on a foundation informed by multiple decades of experience in the industry. We understand data and we understand how organizations work. Let us walk beside you and your team as you pursue developing your data-driven strategy to assist you in getting over the hurdle so you can win in the market.

The Anduril platform offers a robust digital strategy engine with access to industry KPI data sets, customized data aggregation, data analysis tools, and data collection assignments for individuals and departments. It also serves as a repository for comprehensive reporting to internal and external stakeholder requests.

Our services put an end to indecision and will accelerate your journey toward a data-driven culture. We help our clients transform data into decisions by prioritizing business objectives and building a foundation for an effective data-driven culture. Our experienced team will help you build your dashboard and develop a robust suite of KPIs that you can trust and act upon.

ANDURIL SERVICES

KPI STRATEGY

Put an end to indecision by prioritizing your business objectives and building a foundation for an effective data-driven culture.

TECH EVALUATION & DESIGN

We develop a solution that fits your organizational needs, resource allocation, and technology capabilities. We also evaluate data providers, existing vendors, and offer alternative solutions when there are opportunities for improvement.

KPI WORKFLOW

Put your KPIs to work by integrating and implementing your KPI's into systems and decision-making flows.

PROCESS DESIGN

Workflows are the backbone to data-driven decision-making. We create workflows that drive clarity, seamless information flow, and decision-routing; leading to accelerated and sound decision-making within your organization.

IMPLEMENTATION

We stand-up test environments that run parallel to existing solutions then help your organization go live.

KPI DESIGN

Develop a robust suite of KPI's and dashboards that you can trust and act upon.

KPI DEVELOPMENT

An interactive process iteratively cycling through the three layers below until each KPI is validated and optimized:

- Layer 1 - Hypothesis Formation: What fundamental questions will accurately achieve my business objectives?
- Layer 2 - KPI Development: How should data be formulated to produce optimal KPIs? What can and cannot be measured?
- Layer 3 Data Validation: Are KPIs reliably supported, and do they provide ground-truth perspective?

DASHBOARD DESIGN

A canvas upon which KPI's and signals are placed to represent current state while providing monitors & alerts, and initiating workflow activities. We pair graphic design experts with industry practitioners to generate maximum value in dashboard design.

SIGNAL DEVELOPMENT

Signals can be critically important in providing early warnings. As a complement to KPIs, they act as "scouts" that provide early indicators of changes that may impact KPIs.