Ideal Prospect

While creating your list of prospects, define the profile of the ideal prospect for you and your company. Don’t limit to typical adjectives like vertical market and size but include other descriptors that defines the culture of the prospect.

|  |  |
| --- | --- |
| Vertical Markets | Descriptors |
| * Healthcare * Education * Pharma | * Multiple locations * Have a security department * Technically savvy * Greater than 20 square feet per location |