**CUSTOMER/END USER PROFILE**

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| Customer Name: |  |
| Department: |  |
| Department’s position on the ladder of loyalty: | Partner Advocate  Supporter  Client  Purchaser  Prospect |
| Customers position of the ladder of loyalty: | Partner Advocate  Supporter  Client  Purchaser  Prospect |
| Customer’s role in the procurement process: | Gatekeeper  Influencer  User  Buyer  Decision Maker |
| What daily activities related to the product/service usage does this customer engage in? |  |
| New, Current or previous Customer? | New  Current  Previous |
| Type of Customer | Light  Heavy |
| What is this Customer’s familiarity and prior experience with our products or services? |  |
| Sources of information used by the Customer to make purchase decisions? | 1.  2.  3. |
| Office Location: |  |
| Gender: | Female  Male |
| Age: | < 25  25-35  35-45  45-55  > 55 |
| Education: | Less than high school diploma  High School Diploma  2 – Year College Degree  4 – Year College Degree  Graduate or postgraduate degree |
| Customer’s general satisfaction with our products and services: | Very Satisfied  Mostly Satisfied  Somewhat Satisfied  Not Satisfied |
| Perceived barriers to using our products and services: |  |
| Perceived opportunities to have the Customer use our products and services: |  |
| Perceived fears that the Customer may have in using our products and services: |  |
| Perceived enjoyment and benefits associated with the Customer using our products and services |  |