

## Your ICP Lives in Your ERP



*Strikezone analyzes your ERP data to reveal the exact customer profile that drives revenue growth.*

### **Are your Sales/RevOps teams chasing the wrong deals?**

Top-performing sales teams don't win by working harder. They win by targeting the right accounts. But, most Ideal Customer Profiles (ICPs) are built on intuition, surveys or unreliable CRM data. StrikeZone goes deeper, pulling directly from your ERP to surface the operational and financial signals that predict which customers buy, expand and stay.

### **Gut-feel ICP definitions can cost companies millions.**

StrikeZone gives your leadership team a precise, data-driven view of who your best customers really are, and who to target next. Your ERP already holds the answer. The StrikeZone Platform turns that transaction data into a data-defined, lookalike market with sales-ready targets.

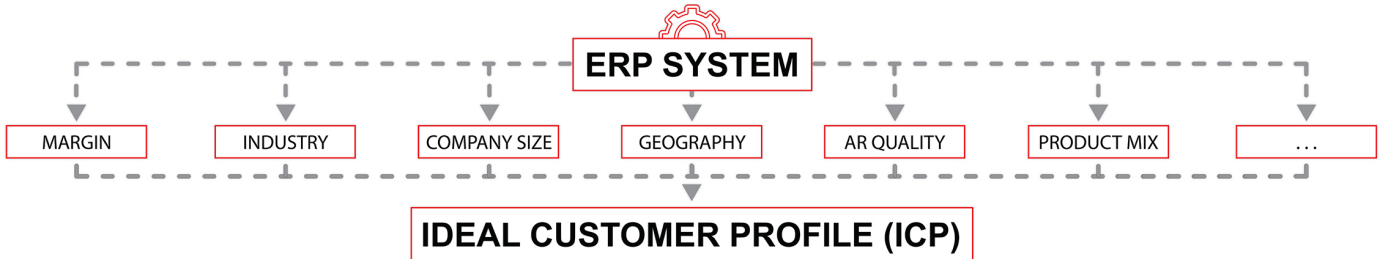
### **ICP Sprint:**

Our ICP Sprint is a 3-to-4-week project that delivers strategic clarity by converting your ERP data to a:

- 360° view of your customers
- Data-driven definition of your ICP
- Defined list of ICP lookalike companies
- Clear, actionable account plan for the lookalikes

## From raw ERP data to revenue. One connected platform.

StrikeZone was built for companies ready to move from instinct to insight. In fact, StrikeZone is the *only* platform that starts with your operational data and ends with a repeatable outbound motion. Your ERP already knows your best customers. StrikeZone turns that into a data-defined ICP, lookalike market.



### Our Process

- 1 Align and Onboard:** We request four simple CSV files from your organization's ERP system: Customers, Orders, Order Line Items and a Current Product list. No ERP system access or IT project is required. We send you an exact checklist of the data each file needs to contain.
- 2 Analyze Supplied Data:** Our ICP Engine calculates gross margin, growth and lifetime value across your full customer base to identify the approximately 20% of customers driving most of your profit. Many companies are surprised by how concentrated their list of high value customers is ... and how many large revenue accounts are actually underperforming.
- 3 Define Ideal Customer Profile (ICP):** We identify what your top performing customers have in common: from industry, location, company size and buying pattern to product purchase mix and more. Every criterion is traceable to historic sales data, not a consultant's opinion. Your ICP becomes *the standard* your sales team uses to qualify future prospects.
- 4 Identify Lookalikes:** We search Apollo and other databases for businesses that match your ICP, then score them by similarity to your best customers. We don't include companies we can't factually defend.
- 5 Receive Account Plans:** Your sales team receives a ranked list of 50 – 150 companies that are most likely to become high-value customers ... with up-to-date contact information and the reasoning behind each inclusion.

Rankings are based on ICP fit score, then by proximity to your existing customer base.

### Sales Outreach (optional)

- 6** For companies that want us to take things further, StrikeZone can execute an optional sales outreach program targeting the prospects that match your ICP.

Sales actions taken on your behalf include the development and distribution of several sequenced emails, LinkedIn (InMail) messages and phone follow-ups.

What resonates with your best customers gets built into a repeatable outbound motion, with cadences/ sequences focused entirely on high-probability conversions.

Since targeting starts from *your data* — not a generic persona — the precision of our outreach efforts is significantly higher than standard outsourced business development.

Our Sales Outreach program is priced as a monthly retainer.

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