



Kyle Poyar Jul 25 · Kyle Poyar's Growth Unhinged · [Subscribe](#)



99% of SaaS companies say they're focused on their ideal customer profile (ICP). But only a *select few* could show me this chart 📌

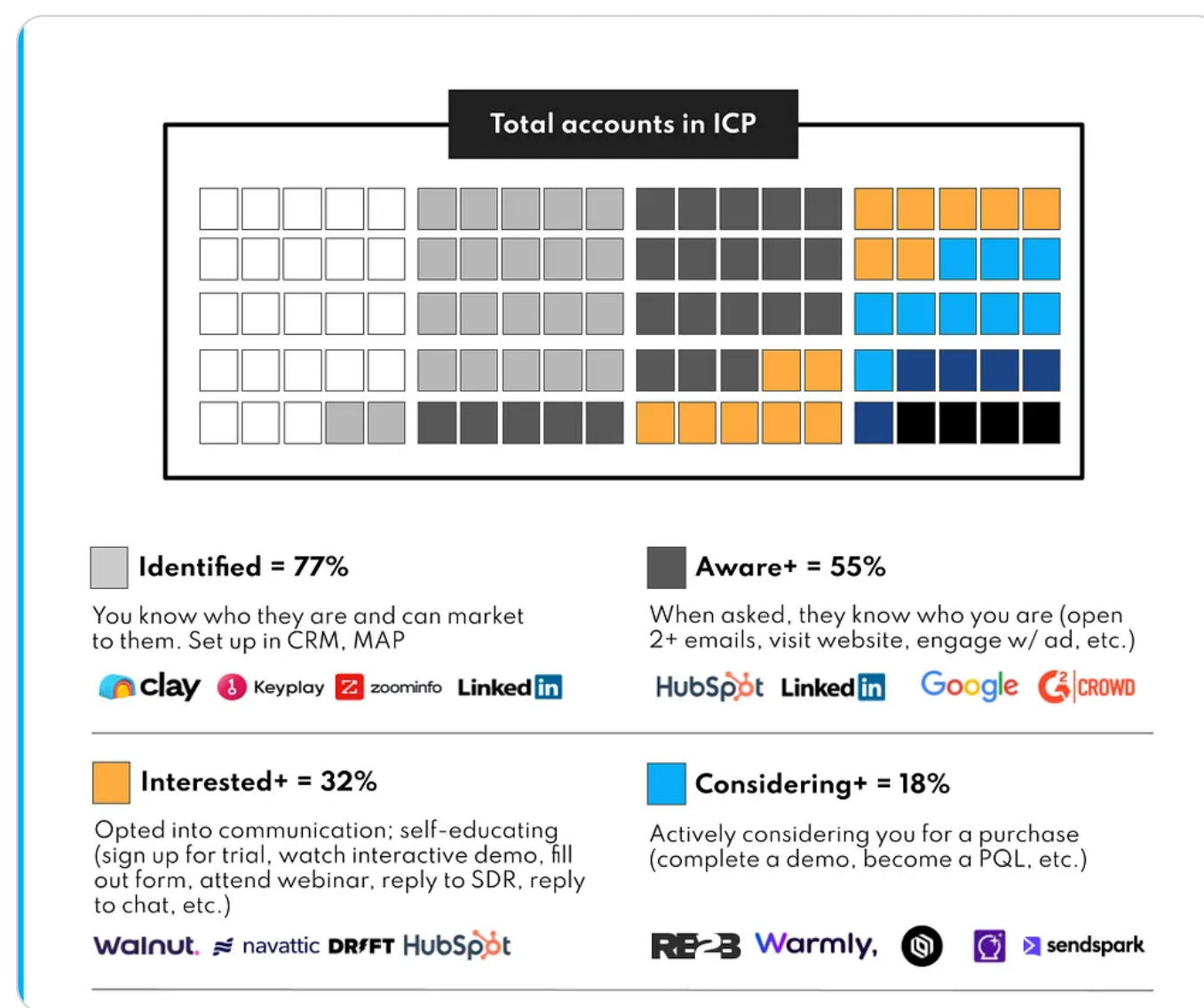
What it means to be focused on your ICP:

- 1 You know exactly how many accounts are in your ICP
- 2 You've *identified* the exact buyers and can market to them.
- 3 You know how many are *aware* of you. They're consistently opening your emails, engaging with your ads, visiting your website, etc.
- 4 You know how many are *interested*. These prospects are self-educating through interactive demos, signing up for a free account, attending a webinar, or viewing high-intent website pages. (Ideally these become high-intent leads for warm outbound)
- 5 You know how many are *considering* a purchase. You can think of these as SQLs, but they could be PQLs/PQAs as well
- 6 You know how many are *selecting*, meaning they're engaged in a buying process
- 7 You know how many have chosen you, becoming an enterprise customer.

If you look at GTM effectiveness this way, it doesn't matter whether you invest more in PLG, automated outbound, SEO, paid ads, BDRs/SDRs, or something else entirely.

What matters is that you ultimately reach the right people and turn them into customers.

Now the hard part: figuring out what to call this. ABX? Marketing? ABM?



84 LIKES · 5 REPLIES · 4 RESTACKS

8:34 AM · JUL 25, 2024



Alex Debecker Jul 28



Is this part of a wider post on GTM? Need to brush up on this topic, if you have something you'd recommend 🙌



Kyle Poyar Jul 28



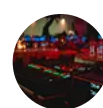
It is! Will come out in about a week



Alex Debecker Jul 28



Excellent timing 👁️ I'll keep an eye out



Shovik Jul 25



I had an interesting experience. Discussing GTM with a small SaaS startup, ~40Mn ARR, the founder CEO struggled to define ICP. Couldn't go beyond vertical x segment definition.

[Kyle Poyar](#) Do you believe the early stage SaaS, say \$20Mn - \$50Mn ARR, are essentially selling to whoever buys? At such small scale, do they even bother to have an ICP?



Kyle Poyar Jul 25



I'd expect that at <\$5M ARR, but not at the \$40M range...



Tom Kuhr Jul 27



One of the biggest obstacles I've seen here is actually ABX-centric marketing tech: it's difficult to put this chart together from multiple systems and trust the data. Until Salesforce or Marketo produce this chart out of the box, it's an ongoing negotiation between marketing and sales — about a thousand nuances (assuming it's true ABX as Andrei points out).



Andrei Zinkevich Jul 25



You can call it ABM in case if marketing and sales were proactively targeting these accounts. Most of these signals are coming from awareness and demand gen activities and can be transferred to ABM team for further pipeline generation.



Peter Elliman Jul 27



So you've made the funnel into a table with squares? As you get farther down the funnel the harder problem to decide is who is in charge of communicating with the customer. If you've got an opportunity, it's in the hands of sales. So does the sales team maintain follow-up or does marl [See more...](#)

