



## ICP Definition & Buyer Personas

<b>Profile Directory</b> Foundation	<b>Advice Ally</b> Foundation	<b>Comm Compliance</b> Foundation	<b>Insight Hub</b> Email + Slack	<b>Sales Scout / CRM</b> Add-Ons
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Communication Intelligence Platform | Founder-Led | klearcomm.ai  
Version 1.0 | Confidential | For Internal Use Only | Vibrantec Inc., Chicago IL

## 01 Ideal Company Profile (ICP)

The following profile is derived from KlearComm's existing customers — not hypothetical archetypes. Every attribute below has been observed across multiple closed accounts.

<b>Company Size</b>	50–500 employees. Large enough to feel communication friction at scale, small enough that the CEO/founder is still personally affected by it.
<b>Structure</b>	Multi-location, field-based, distributed, or franchised. The team is not centralized — people are out in front of clients, prospects, or partners daily without a manager in the room.
<b>Growth Stage</b>	Scaling but not yet systematized. They've outgrown 'everyone just figures it out' but haven't cracked how to make communication consistent across the org.
<b>Tech Posture</b>	Already using Outlook, Gmail, Slack, or a CRM. Not early adopters, but adopt tools when there's a clear operational reason. Integrations matter.
<b>Assessment History</b>	Many best-fit customers have already invested in DISC, MBTI, or Predictive Index. They believe in behavioral science — they just can't activate it in daily work. KlearComm closes that gap.
<b>Buying Trigger</b>	One of four: (1) A team conflict or communication breakdown that cost them a deal or a person. (2) A sales team underperforming despite good leads. (3) A compliance scare — employee said something they shouldn't have. (4) Founder/CEO already uses personality tools and wants to operationalize them.
<b>Not a Fit</b>	Pure solopreneurs, fully remote tech companies with no field presence, or large enterprises with 12-month procurement cycles and no internal champion.

## 02 Buyer Personas by Vertical

KlearComm has identified five distinct buyer personas across its four target verticals. Each is grounded in a real customer relationship.

### Persona 1 — The Scaling Founder

*Manufacturing / CPG*

<b>Titles</b>	CEO, Founder, President, COO
<b>Company Type</b>	100–300 employees. Product-based business with a sales team and ops team that need to work in sync.
<b>Mobile Advisor</b>	Critical — they personally use it and want field reps using it on every client call.
<b>Compliance</b>	Medium — cares about brand consistency more than legal compliance at this stage.

## Their World

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They built the business on relationships and instinct. Now they're trying to bottle that and give it to a team of 50+ people who don't have their intuition. Every miscommunication internally costs time. Every bad external interaction costs a deal or a partnership. They've done DISC workshops before — the insight died on day two.

## Goals

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- Scale without losing the communication culture built in the early days
- Make the sales team more effective without adding headcount
- Reduce time spent personally mediating internal friction
- Give field reps a tool that works in the moment — not in a training room

## Pain Points

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- Sales reps going off-script or adapting poorly to different buyer personalities
- Key messages lost between departments during handoffs
- New employees taking 6+ months to internalize the company's communication culture
- Existing DISC or PI investment sitting dormant — no application layer

## What They Respong To

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ROI framing: faster rep ramp time, fewer miscommunications that cost deals, shorter sales cycles. Show them it works like a system, not a training program. The Advice Ally mobile feature is the hook — they want their field reps using it on every client call.

## Common Objections

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- 'We already did DISC!' — Respond: KlearComm activates your existing data in real time. DISC is the input; we are the application.
- 'My team won't use another tool.' — Respond: It lives inside Outlook, Slack, and their phone. There's no new app to open.
- 'How is this different from coaching?' — Respond: Coaching is episodic. KlearComm is in every interaction, every day

## How They Buy

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Fast when they see it. CEO decides alone or with one trusted advisor. Budget is rarely the blocker — belief that it will stick is. Demo must be hands-on. A peer reference from a fellow CEO closes this faster than any deck.

## What They Read / Watch

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Inc., How I Built This podcast, YPO/EO/Vistage peer groups, LinkedIn thought leadership from operators (not academics).

## Persona 2 — The Agent Force Builder

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Mortgage & Real Estate

<b>Titles</b>	Executive Director, Broker/Owner, Regional VP, Director of Agent Development
<b>Company Type</b>	Independent brokerage or regional franchise with 20–150 agents, with coaches or team leads providing support. Revenue depends entirely on agent production.
<b>Mobile Advisor</b>	Extremely high — agents are never at a desk. The entire value prop lives in the field.
<b>Compliance</b>	Very high — regulated industry. The compliance guardrail is a genuine differentiator.

### Their World

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They're running a performance business where every agent is essentially a small business. Inconsistent communication — with clients, with leads, with each other — shows up directly in their numbers. Compliance is a constant concern: what agents say to clients can create legal exposure. Coaches give advice but have no visibility into how agents are actually communicating day to day.

### Goals

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- Get agents producing faster after joining — cut ramp time significantly
- Reduce agent churn by improving team cohesion and support infrastructure
- Give coaches and team leads a real tool, not just advice
- Stay compliant without micromanaging every agent interaction

### Pain Points

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- New agents taking too long to ramp — inconsistent communication style early on
- Top agents going inconsistent when they get busy or stressed
- No visibility into whether agents are communicating correctly with clients
- One agent saying the wrong thing creating a compliance or legal problem

### What They Respond To

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Agent productivity metrics and ramp time reduction land immediately. The compliance protection story resonates strongly. The most powerful frame: 'Your coaches now have infrastructure, not just advice.' Show them how Advice Ally works in the field on a mobile device — this is where the aha moment happens.

## Common Objections

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- 'Agents are independent contractors — I can't force them to use a tool.' — Respond: The highest producers will adopt it first. Let it spread from the top.

When a trial tech tool before and adoption is always the problem! — Respond: It lives inside tools that

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start with 10 agents, prove it, expand.

## What They Read / Watch

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Inman News, Tom Ferry, Mike Ferry, RealTrends, franchise network internal content.

## Persona 3 — The Franchise Operator

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*Consumer Services — Franchise / Multi-Location*

<b>Titles</b>	CEO, President, Franchise Owner/Operator, VP of Operations
<b>Company Type</b>	Multi-location franchise or service business — 50–500+ locations with frontline staff interacting with customers daily. Think automotive services, personal services, retail services.
<b>Mobile Advisor</b>	Critical — this is their primary use case. Must work for someone with their hands busy, not someone at a laptop.
<b>Compliance</b>	Extremely high — customer-facing compliance is a core operational concern at this scale.

## Their World

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They think in systems. Every problem they've ever solved has been solved with a process — they have SOPs for everything except how their people communicate. That's where variability lives and it bothers them. Corporate says one thing; the field does another. They're not looking for a tool — they're looking for a communication SOP they can deploy at scale.

## Goals

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- Bring the same consistency to communication that they've brought to operations
- Reduce customer complaints driven by how frontline employees talk to people
- Improve alignment between corporate messaging and field execution
- Scale new location onboarding faster — especially manager communication standards

## Pain Points

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- Frontline employees going off-script with customers — brand and liability risk
- Corporate messaging not landing consistently across dozens or hundreds of locations
- New location managers taking too long to absorb culture and communication standards
- No visibility or governance layer over employee-customer interactions at scale

## What They Respond To

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Systems language closes this: 'This is your communication SOP.' Scalability messaging is critical: 'Works the same whether you have 10 locations or 500.' The Compliance feature is a genuine differentiator — they already worry about this operationally. Anchor to a per-location cost structure that makes the math obvious.

## Common Objections

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- 'Our frontline workers won't use an app.' — Respond: It's built for mobile. It takes 10 seconds to get guidance before a customer interaction.
- 'We already have training for this.' — Respond: Training is a one-time event. KlearComm is active in every interaction every day.
- 'Show me how this integrates with how we already operate.' — Respond: Start with a pilot location. Prove the model, then scale.

## How They Buy

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Methodical. They want a pilot location or region before committing to a rollout. Decision involves CEO + VP of Ops and sometimes HR. Longer cycle (60–90 days) but significantly higher ACV because they're buying seats at scale. A case study from a comparable franchise operator is the single most powerful sales tool.

## What They Read / Watch

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Franchise trade publications, IFA content, operations-focused business media, peer franchise networks and conferences.

## Persona 4 — The People-First CEO

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Consumer Services — Staffing / Professional Services

<b>Titles</b>	Founder, CEO, Managing Director, President
<b>Company Type</b>	Staffing firm, professional services, or B2B services company — 50–300 employees with a mix of internal team and external client/partner relationships.
<b>Mobile Advisor</b>	Medium-high — relevant for client-facing staff and account managers in the field.
<b>Compliance</b>	Medium — useful for ensuring client communication standards but not the primary pain.

### Their World

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Their product is their people. Every placement, every client interaction, every internal handoff is a communication event. They've invested in culture but find that communication breakdowns are still their biggest source of inefficiency, client friction, and team frustration. They already use the language of 'friction' — KlearComm fits their existing vocabulary immediately.

### Goals

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- Improve how the team communicates with clients and external partners to increase retention
- Reduce internal friction that the founder still has to personally manage
- Give managers better tools to develop their people faster
- Use the outbound communication tools to improve sales connection and relationship LTV

### Pain Points

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- Consultants or account managers who are technically strong but poor communicators losing client relationships
- Internal team conflict that still escalates to the founder/CEO level
- New hires who don't adapt to the company's communication culture fast enough
- Inconsistent external communications reducing client lifetime value

### What They Respond To

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The 'reduce friction' language lands immediately — they already use it. Lead with both directions: internal team cohesion and external client communication quality. The Sales Scout and outbound tools matter here because their business grows through relationships. Warm intro or referral closes this faster than any content or ad.

## Common Objections

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- 'Our team is already good at communication — that's how we got this far.' — Respond: KlearComm makes good communicators great. And it's the 20% who aren't good that cost you the most.
- 'Is this just another DISC assessment?' — Respond: DISC is the input. KlearComm is the application layer that makes it useful in every email, every meeting, every conversation.
- 'What does adoption look like?' — Respond: It lives in tools they already use. And the mobile Advisor means it's available whenever they need it.

## How They Buy

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Founder/CEO decides, often quickly. May involve HR Director as internal champion. Relationship-driven — they buy from people they like and trust. A warm intro from a peer founder is worth 10 cold outreach attempts.

## What They Read / Watch

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LinkedIn heavily, business podcasts, Inc., Fast Company, peer founder communities and CEO groups.

## Persona 5 — The Tech-Forward Broker / Channel Buyer

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*Insurance*

<b>Titles</b>	CEO, Independent Broker/Owner, High-Producing Sales Team Leader
<b>Company Type</b>	Independent insurance agency (20–100 employees) or high-performing sales team within a larger brokerage. Already invested in DISC, MBTI, or PI. Believes in behavioral science — frustrated it's not translating into daily action.
<b>Mobile Advisor</b>	High — for field producers using it in client conversations and prospect outreach.
<b>Compliance</b>	High — compliance guardrails matter in a regulated industry with significant liability exposure.

## Their World

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They've done the hard work of getting buy-in on personality science inside their organization. Assessments are complete, profiles exist — but the data is dormant. Every Monday morning the DISC reports sit in a folder nobody opens. They know their clients and team members' styles; they just have no system for applying that knowledge in real time. KlearComm is the last mile they've been missing. The most sophisticated in this persona are also exploring how to offer KlearComm to their own clients as a value-add and retention differentiator.

## Goals

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- Activate existing personality assessment investment — turn data into daily behavior
- Improve sales team production through better communication style matching
- Improve client relationship quality and LTV through more personalized outreach
- Explore KlearComm as a value-add offering to differentiate their practice and increase client stickiness

## Pain Points

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- Existing DISC/PI/MBTI data sitting dormant — significant sunk cost with no application
- Sales team communicating the same way to every prospect regardless of personality style
- Client relationships feeling transactional rather than consultative and personalized
- Lack of a differentiated value-add to offer clients beyond coverage and price

## What They Respond To

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'You already have the data. We make it actionable.' This is the single most powerful entry line for this persona. They don't need to be convinced behavioral science works — they already believe. They need to be shown how KlearComm closes the application gap. For the channel opportunity, frame it as: 'Imagine offering your clients a communication intelligence tool as part of your relationship with them. That's stickiness no competitor can replicate.'

## Common Objections

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- 'We already have DISC data — why do we need another tool?' — Respond: KlearComm doesn't replace your DISC data. It activates it in every email, meeting, and conversation.
- 'I may need approval from the broader organization.' — Respond: Let's start with a small pilot at the team level. Results speak louder than proposals.
- 'How would this work as a client offering?' — Respond: We can structure a reseller or referral model. Let's talk about what that looks like for your book of business.

## How They Buy

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CEO/Owner decides quickly when the activation narrative lands. Sales team leader may need organizational approval post-acquisition or within larger firms — identify budget authority early. The channel/reseller opportunity requires a separate, structured conversation about pricing and program design.

## What They Read / Watch

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Insurance industry trade publications, LIMRA, carrier partner content, personal finance and leadership podcasts, LinkedIn.

## 03 Economic Buyer / Champion / End User

In most early KlearComm deals, the Economic Buyer and Champion are the same person — the founder or CEO. As the company scales into larger organizations, these roles separate and the sales motion becomes more complex.

Role	Economic Buyer	Champion	End User
<b>Who They Are</b>	CEO, Founder, Executive Director, Franchise Owner/Operator	VP of Sales, HR Director, VP of Operations	Sales reps, agents, frontline & field staff
<b>Their Stake</b>	Budget authority. Writes the check. Feels the pain personally.	Feels daily friction. Wants the solution but needs sign-off above.	Doesn't choose the tool — but determines whether it sticks.
<b>Your Job</b>	Connect the ROI story to their personal pain. Demo must create an aha moment.	Give them the language and data to sell it internally. Make them the hero.	Ensure mobile-first UX and in-flow integration. Adoption = renewal.
<b>Risk</b>	If Champion and Economic Buyer are different people, cycle gets longer.	May stall without a clear ROI narrative to bring upstairs.	Resistance to another tool. Must feel natural, not forced.

## 04 Vertical Rankings

Ranked across four dimensions based on existing customer evidence and pipeline characteristics. Stars indicate relative strength (★★★★★ = highest).

Vertical	Deal Velocity	ACV Potential	Reference Selling	Product Fit	#
Manufacturing / CPG	★★★★★	★★★★☆	★★★★☆	★★★★★	1
Insurance	★★★★☆	★★★★☆	★★★★☆	★★★★★	2
Consumer Services (Franchise)	★★★★☆	★★★★★	★★★★★	★★★★★	3
Mortgage & Real Estate	★★★★☆	★★★★☆	★★★★☆	★★★★★	4



### Priority 1 — Immediate Focus

#### Manufacturing / CPG + Insurance

Proven motion, fast-moving buyers, existing reference customers in both verticals.

Manufacturing/CPG for fastest close velocity.

Insurance for unique 'activate your dormant data' angle and channel upside.



### Priority 2 — Parallel Track

#### Consumer Services (Franchise)

Longer cycle but highest ACV potential. One franchise win becomes a case study that opens peer operators across the country. The automotive services client is already your proof point.

## Hold — Mortgage & Real Estate

Strong product fit and compliance story, but hold as a primary outbound target until Manufacturing/CPG and Insurance produce 2–3 referenceable case studies. Inbound leads from this vertical are worth pursuing; proactive outbound spend should wait.