

This sheet is a handout material from Udemy course:

[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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Translating ICP into Target Account Lists

Once the ICP is defined, the next step is building **target account lists** for outbound outreach that reflect that ICP.



Allow you to filter companies by many of the ICP attributes such as industry, size, location, technologies.



You can use services like **LinkedIn Sales Navigator, ZoomInfo, or Clearbit** that allow you to filter companies by many of the ICP attributes such as industry, size, location, technologies. For example, using LinkedIn Sales Navigator, you could search for “Computer Software companies in North America with 51-200 employees”. This might yield, say, 2,000 companies. You can then further refine or import those to a CRM as your target account list.

So, the output of this phase is a **list of companies** to go after and an internal understanding of why they’re ideal.

Prioritizing which accounts to focus on first is important. Not all companies in your ICP are equal – some will show stronger signals of being in-market or having the problem you solve. Modern outbound often incorporate **intent data or behavioral signals to prioritize accounts**.

Intent data is the information that indicates a company or individual may be actively researching or considering a purchase in your category. It could be a company’s employees are **frequently visiting web pages** related to your product category.

Behavioral signals are actions taken by individuals or companies that suggest interest or buying readiness. They can be tracked via your own tools or observed externally. Example could be a person opening and clicking on your marketing emails. These should move to the top of the outbound queue.

One recommended approach is tiering accounts.

Tier 1

- Top 20–50 “dream accounts”
- Larger enterprises
- Get highly personalized outreach (custom messages, research, multi-channel interactions)

Tier 2

- Around 200 well-fitting accounts
- Receive semi-personalized outreach (we use templates with some customization)

Tier 3

- Hundreds of accounts that meet baseline ICP criteria
- Lower priority or less strategic fit
- Engaged via automated email sequences, ads (minimal manual effort)

Tier 1 could be your top 20–50 dream accounts, often larger enterprises, where you’ll do highly personalized outreach. **Tier 2** might be a broader set of 200 accounts that fit well and get a semi-personalized approach. **Tier 3** could be hundreds more that fit baseline criteria and get a more automated cadence.

The next step is to identify the **people** at those companies that you need to reach which **leads us into messaging, since it depends on the persona.**