How to Keep Your ICP Alive | Shaun Scott on Building a Living Sales Strategy

Aptia’s Chief Revenue Officer, Shaun Scott, joins the B2B Sales Trends Podcast to challenge a common misconception in sales leadership: that an Ideal Customer Profile is a one?and?done exercise. Shaun explains why the best teams treat their ICP as a living strategy — one shaped by real buyer behavior, frontline insight, and continuous refinement.

Hear how Shaun and the Aptia team turn market feedback into daily sales discipline, build clarity across teams, and develop sellers who consistently perform at an elite level.

Listen in to the full episode for practical guidance on keeping your ICP alive and building a sales strategy that actually works in the real world.

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