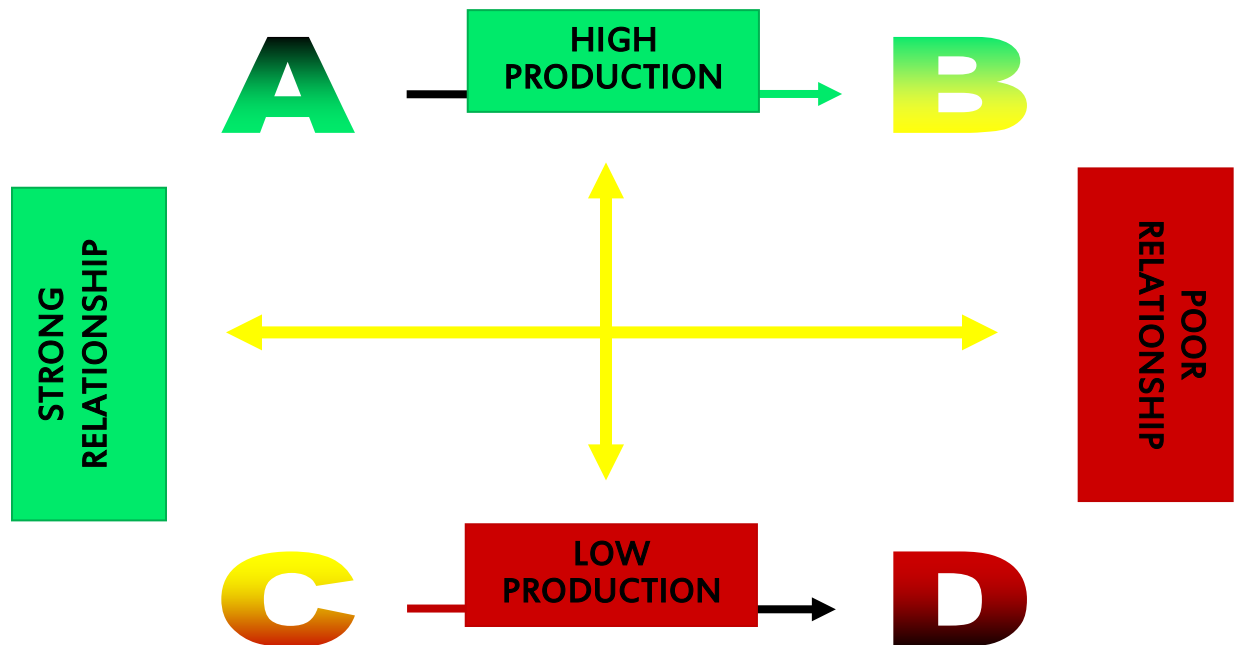


## SEGMENTATION

Use this model to segment your clients by determining their level of revenue and the value of the business relationship.

		HIGH REVENUE	
RELATIONSHIP	STRONG RELATIONSHIP	<b>"A" Clients</b> <ul style="list-style-type: none"> <li>• <i>Best relationships</i></li> <li>• <i>Highest Revenue</i></li> <li>• Represents 10% of client base</li> </ul>	<b>"B" Clients</b> <ul style="list-style-type: none"> <li>• <i>Strong relationships</i></li> <li>• <i>Medium revenue</i></li> <li>• Represents 10% of client base</li> </ul>
	POOR RELATIONSHIP	<b>"C" Clients</b> <ul style="list-style-type: none"> <li>• <i>Challenging relationships</i></li> <li>• <i>Lower Revenue</i></li> <li>• Potential for high risk – non-client</li> <li>• Represents 30% of client base</li> </ul>	<b>"D" Clients</b> <ul style="list-style-type: none"> <li>• <i>Difficult relationships</i></li> <li>• <i>Lowest Revenue</i></li> <li>• Extreme high risk</li> <li>• Represents 50% of client base</li> </ul>
		LOW REVENUE	



## SEGMENTATION BLUEPRINT

Define each segment with the ideal level of revenue and the desired characteristics of a top client and prospect.

**QUESTIONS TO CONSIDER:**

How often do I want to see my top clients?

If I plan to convert my B clients to A's, how often should I be seeing them?

How often am I spending time with my C clients?

What do I have in mind for increasing productivity?

What do I want to do with my D clients? Dump them or Develop them?

SEGMENT	CRITERIA
A	
B	
C	
D	

