



MARKETING | BRANDING | STRATEGY

# METHODOLOGY FOR THE ANALYSIS OF THE CLIENT BASE



## ANALYSIS OF THE COMPANY'S MAIN CLIENTS

No	Name of the company	Volume of orders per year, \$	LTV*(lifetime value)	Our client	Not our clients
1					
2					
3					
4					
5					

### \*LTV calculation:

- the number of times the client is expected to buy from you within a year (number of times) - X
- expected average amount in the check per purchase (\$) - Y
- the number of years the Client will be buying from you (years) - Z

$$LTV = X \times Y \times Z$$

## STATE TOP-10 REASONS WHY THE CLIENTS ARE LEAVING YOU

Client loss example reasons:

1. High prices
2. Inconvenient payment method
3. Low-quality service
4. Narrow product range

5. Inconvenient working hours
6. Not available 24/7
7. Weak staff
8. We do not / badly handle feedback
9. Low quality of the product
10. "Others offer higher kick-backs"
11. Nepotism and misuse of admin resources
12. Aggressive managers
13. We do not fulfill our obligations
14. "One cannot get to the top manager"
- ...

**THINK HOW YOU CAN LEVEL THE REASONS FOR WHICH CLIENTS  
LEAVE YOU**

## NOT OUR CLIENTS:

### BEHAVIOUR

- A rude person (swearing, scandalous)
- Spoils mood
- Always unhappy
- Blows the minds of your team and yourself

### ATTITUDE

- Wastes the time of your team and yourself
- Discredits you for other clients
- Confuses you
- A "Smart one": wants to "teach" everyone

### BUSINESS APPROACHES

- Pays little: delays payments, creates receivables
- Demands a lot at once: "I needed this for yesterday"
- Buys little and rarely
- Takes transactions into the red

Get rid of bad clients. Don't waste your time or money on them.

**Need help filling out the template? Sign up for a consultation!**