



TIP OF THE WEEK

September 11, 2007

When was the last time you analyzed what your percentage of share is for each one of your clients? In other words, what percentage of the product or service that you sell do they buy from you versus a competitor? It's okay to have less than 100% of a customer's business, but one of the easiest places to get new business comes from existing clients, so it always pays to go back to that well whenever possible. If you don't have all the business from that account, do you know why? We routinely look at an organization's top ten customers and analyze the aggregate share from them. Where we can, we brainstorm ways to push the percentage up as high as it will go. We sometimes analyze this measure year-over-year as an indicator of customer satisfaction, because we reason that an increase in the aggregate share in the largest clients cannot occur without high customer satisfaction.

51 HOLLAND Good luck. Work **ON** your business. Stay in touch.

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