

customers/prospects development and investment priority matrix

| | | customers/prospects (A=best) | | |
|----------------------------|---|------------------------------|---|---|
| | | A | B | C |
| products/services (A=best) | A | 1 | 2 | 3 |
| | B | 2 | 3 | 4 |
| | C | 3 | 4 | 5 |

Use this matrix to prioritise your customer/prospect investment and development activity. Use your own criteria to grade your A, B, and C products and customers/prospects (eg., size, growth potential, 'fit', value, margin, etc) and insert customers/prospects into the relevant boxes. Box numbers signify priority in terms of development investment and resource allocation (1 = highest, 5 = lowest). Dark boxes offer less return on investment. See also the Boston Matrix (see www.businessballs.com for template).

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