Customer Grading

Purpose = The Customer Grading Document is designed to enable you to grade your customers without emotional influences.
The results will enable you to see those customers that deserve a higher level of service in order to secure and develop future business.
Furthermore, it will allow you to know what are the characteristics of a good customer prior to looking for new business.

Value	How much business have they given you within the last twelve months as a percentage of the total business received?
Frequency	How often do they purchase from you?
Profitable	Is their business profitable?
Business	Is their business in line with what you want to provide?
Potential	Is there more potential business you could win?
Future	Are they the type of customer and/or business you wish for the future?
Relationship	How are they to deal with?
Payment	How good a payer are they?
Other	Other personal factors to your business.
Grading	Please grade each area between 1 (Poor) to 5 (Excellent) try not to have too many 3s

Customers	Value	Frequency	Profitable	Business	Potential	Relationship	Future	Payment	Other 1	Other 2	Other 3	Total (55)
EG Customer	4	3	3	4	5	4	5	3	4	4	4	43