



How to grow your value with clients

Grow your value to clients in ways that are relevant and resonant.

Use this form to build a profile of your target client, identify problems you can solve and value you can add.

Background

Client name:		Relationship Owner	
Length of relationship		Estimated annual revenue	
Estimated annual gross profit		Estimated annual gross profit %	
Who is the influencer/ decision maker/ financial owner?		What is their purpose? Their reason for being?	
What do they make/sell/do?		How do they make/source their money?	
What are their major costs?			
Consider their business, industry, and sector:			
<ul style="list-style-type: none"> • overarching trends • their power as a supplier and as a consumer • their competitors • role of government / regulators. 			

Our Current Work

From their perspective, what is it that we do?		What does it achieve for them?	
Where else can they source services similar to ours?		Why do they buy services from us, rather than our competitors?	



*Use additional copies of the table below, as required.

Adding Value - Initiative #1

What else can we do for them? What exactly?

What will it achieve?

Are they doing it already?

Do they not yet do it? Why?

What is the deliverable?

What is the timeframe?

How will we measure and report on it?

Adding Value - Initiative #2

What else can we do for them? What exactly?

What will it achieve?

Are they doing it already?

Do they not yet do it? Why?

What is the deliverable?

What is the timeframe?

How will we measure and report on it?