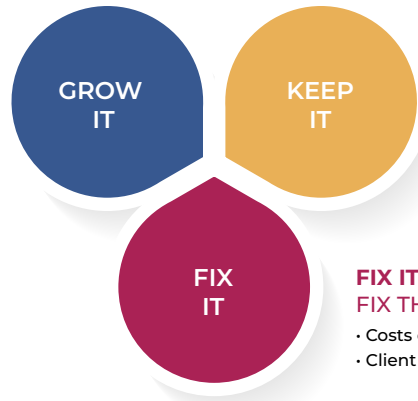


CLIENT CLUSTERING

GROW IT - GROW THE RELATIONSHIP

Growth Clients - still more ways for you to serve them, and as a result, create further growth in the business.

Niche Prospects - working to bring them into the business as a client.



KEEP IT - KEEP THE RELATIONSHIP

- Niche clients
- Profitable recurring revenue
- Social significance
- Pro-bono clients
- Active promoter

FIX IT - FIX THE RELATIONSHIP

- Costs exceed revenue
- Client is unknown

5 ACTIONS TO TAKE

1. How will I service my **Grow It** clients?

2. How will I market to my **Grow It** cluster?

3. How will I service my **Keep It** cluster?

4. What is my speed dating plan for my **Fix It** clients?

5. How will I handle the Not-Profitable clients in the **Fix It** cluster.