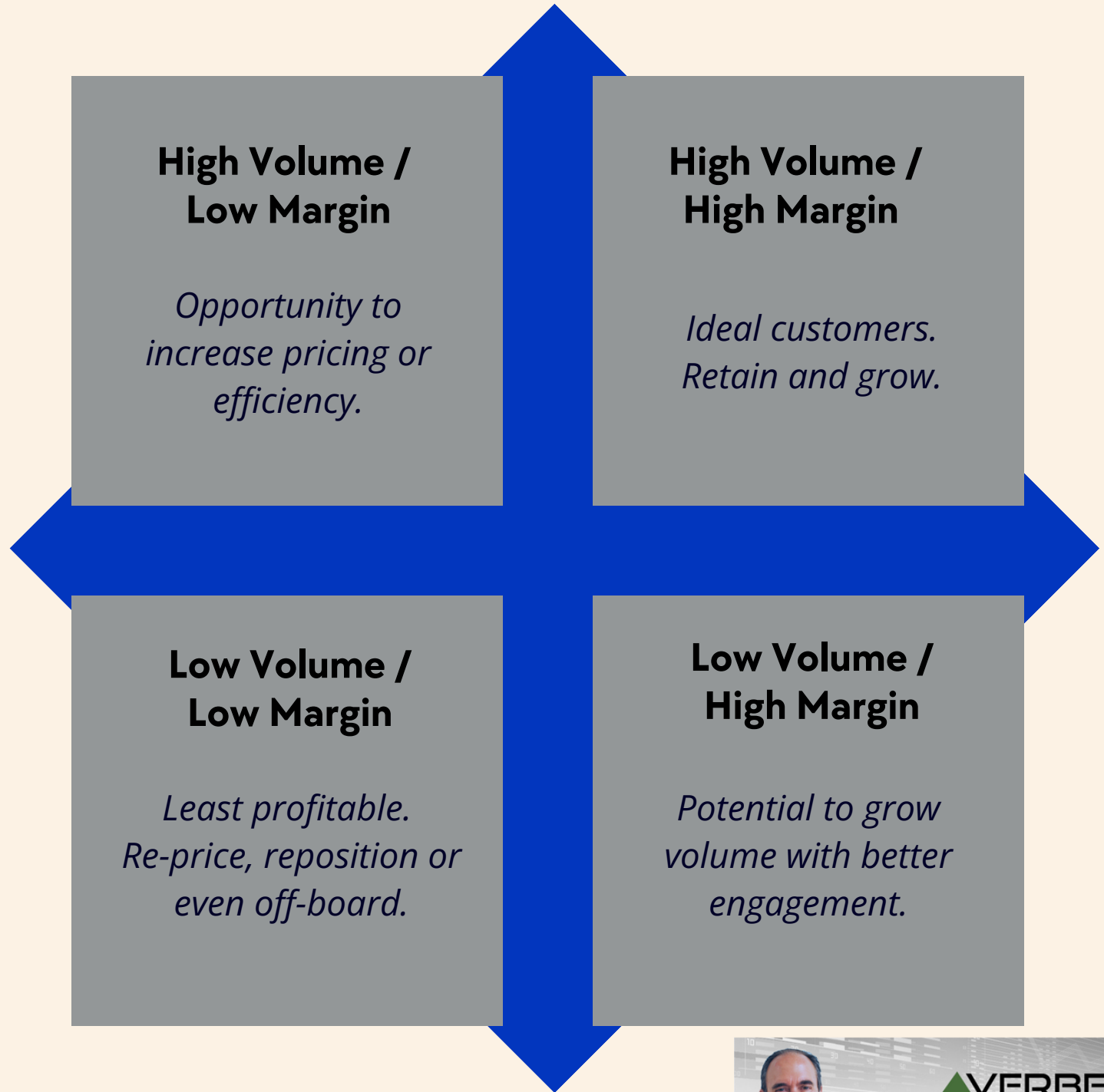


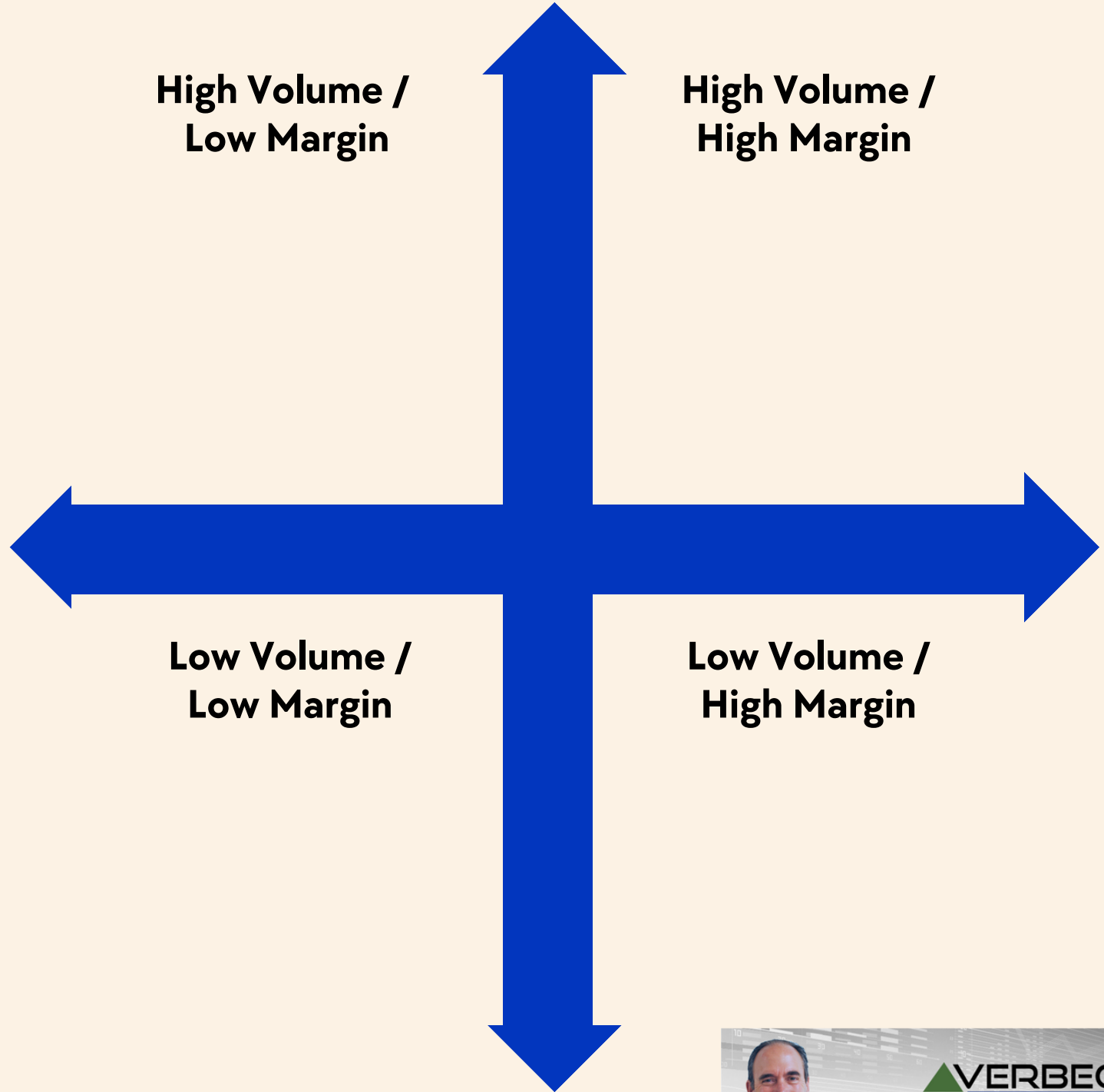
CUSTOMER MATRIX WORKSHEET



Outsourced CFO | CFO Advisory | Growth and Turnaround Expert

CUSTOMER MATRIX WORKSHEET

List your customers in the quadrant in which they fit. Do you want to see them stay where they are?
Draw arrows or lines to indicate where you ultimately want that customer to be.



CUSTOMER MATRIX WORKSHEET

Using the matrix as a guide, identify the top 20% of your customers driving 80% of your gross profit. These are your strategic partners. Focus on deepening relationships, providing tailored solutions, and finding ways to expand the business.

