



ONE MILLIMETER MINDSET™ SMB A-LIST CLIENT ASSESSMENT

Do you work with the best customers for your small to midsize business (SMB)? Or does your client base include customers whose needs have grown beyond the scope of your business, yet they still award you small jobs, projects or contracts which are table scraps. Perhaps you have repeat-business contracts with legacy customers. However, they will not shortlist you for jobs, projects or contracts requiring design innovation. Are you doing business with iconic brands who underutilize what you bring to their business table because they do not perceive you as a “big enough” player?

The right A-Listers for your SMB bring out the best in your organization’s skills and talent. Not only that. These targeted, well-understood A-List customers challenge you to become *better and better* as you grow with them. As a result of your highly collaborative relationship, your best customers continuously value the insights and innovations you bring to their business tables.

Either take this Assessment on your own or – better yet - [contact me](#) and I will coach you through it! This exercise determines whether your client base is full of the right type of A-Listers. Or, alternatively, whether you are working with customers who hold you back from working with the type of A-List customers best-suited for your business model, workforce skill sets and assets.

Post-assessment, you will want to take action on developing the right type of business model, workforce hiring strategy and collaborative dynamics required for acquiring and retaining A-List customers. Contact [Babette Ten Haken](mailto:babette@babettetenhaken.com) at babette@babettetenhaken.com. Let’s discuss how to take small, yet powerful, steps to build, grow and expand your business. Learn how to leverage collaboration for professional innovation, workforce engagement and customer retention.

1. Make a list of your 10 best customers, your current A-List customers. List the year each customer was acquired.
2. Next, list – from highest to lowest - the gross annual revenue generated by each of these Top 10, A-List customers. How many total projects/jobs/contracts were awarded to you by each, to generate the gross annual per customer revenue?
3. What was the largest YTD project/job/contract generated for each customer? Smallest?

4. For each top 10 customer, per size category: how many large, medium and small projects/jobs/contracts were executed?
5. For each top 10 customer, per size category: what was the average revenue generated for large projects/jobs/contracts? Medium projects/jobs/contracts? Small projects/jobs/contracts?
6. Per customer, per category, calculate average profitability: large, medium and small projects/jobs/contracts.
7. When you calculate profitability, do you factor in non-billable time, error and rework involved in executing each project/job/contract? Why or why not?
8. Based on number of large projects/jobs/contracts profitably executed each year, are the original 10 best, A-List customers still your top 10?
9. Based on the number of medium projects/jobs/contracts profitably executed each year, are the original 10 best, A-List customers still your 10 best, A-List customers?
10. Based on the number of small projects/jobs/contracts profitably executed each year, are the original 10 best, A-List customers still your top 10 best, A-List customers?
11. Which types of projects/jobs/contracts – large, medium, small – are most profitable and the best fit for your business size, employee skills, and business and operations assets?
12. Are other customers better-suited to be A-List customers? After completing this assessment, are there customers on your original list of A-List Customers who really are not A-Listers? Are there customers which you did not include on your original list, who are better suited to become your A-Listers?

Let's discuss strategy and execution! Contact: [Babette Ten Haken, babette@babettetenhaken.com](mailto:babette@babettetenhaken.com). Discover how One Millimeter Mindset™ workshops leverage collaboration to catalyze professional innovation, workforce engagement and customer retention.