

# Customer Segment Overview

Use this guide to help you quickly and easily assess your accounts. Take advantage of these insights and recommended talking points to boost your chances of upselling and retaining your mid-market accounts.

■ High Potential
 ■ Good Potential
 ■ Higher Risk of Attrition

Young

0-6 months

## Rising Stars

good growth potential

High initial core and BOSS spend

*"You are among my best customers and I'd like to help you get even more value out of Staples Advantage."*



## Slow Starter



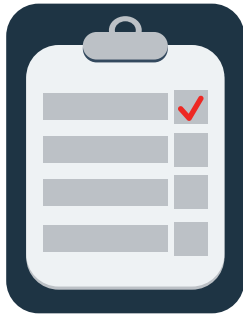
May need to be convinced of the value of BOSS.

*"We know it takes a truly valued program to earn your business and I'd like to explain how we can do more for your company."*



Moderate core and BOSS spend.

## Not Engaging



Need a reason to choose Staples Advantage®.

*"If we're not the lowest priced on a particular item, check back because we're always at work to deliver the best overall value."*



Aren't fully buying into Core Office or BOSS.

Transitioning

6-12 months

## Stars



Predicted for high revenue growth, especially services.



Engage your specialists.

*"Your organization has unique needs and I'd like to offer you a program that can meet those needs ..."*

## Star Potential

Moderate

order size, core spend and BOSS spend.



*"We appreciate you counting on Staples Advantage and I'd like to be sure we're addressing all your business needs."*

These accounts are great prospects for more CORE sales.

## Late Adopter



Need reminders to purchase and information about BOSS categories and BOPIS.

*"We know you have other options, and we appreciate you choosing Staples Advantage."*



May shop elsewhere and needs a reason to choose Staples Advantage.

Mature

13+ months

## Super Nova



Our most valuable customers make frequent purchases with both Core and BOSS.

*"You are a remarkable customer. What else can I do to ensure Staples Advantage is your first choice for office, breakroom and facilities?"*

## Nova



Sticky cross-category buyers.

*"You are among my best customers, I'd like to help you get even more value out of Staples Advantage."*

## Lapsing



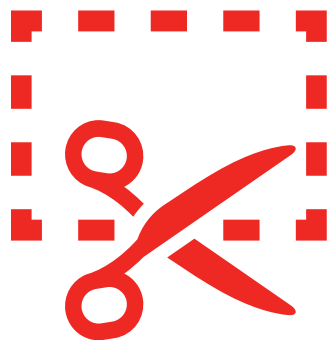
Valuable customers you don't want to lose.



*"Thank you for continuing to choose Staples Advantage. Is there anything I can do to earn more of your business?"*

Low BOSS spend, use promotions.

## Defector



Value shoppers, low BOSS spend.

*"Let me share some ways to help you stay on budget. Big Pack, Own brand, etc."*



Infrequent Core buyers.