Value Added to Customer Checklist

Revenue: Does it increase revenue?

Growth: Does it help the customer grow?

Market Share: Does it help customer build market share?

Loyalty: Does it help increase customer loyalty.

Efficiency/Effectiveness: Does it increase customer effectiveness?

Cash Flow: Does it improve customer’s cash flow?

Expense: Does it reduce customer’s expense?

Risk: Does it reduce customers risk/exposure?

Turnover: Does it improve customer’s turnover time?

Bureaucracy: Does it reduce customer bureaucracy?

Process: Does it improve customer process?

Technology: Does it provide customer proprietary technology?

Information: Does it provide customer proprietary information?

Education: Does it educate customer?

Conflicts/Complaints: Does it reduce conflicts or complaints?

Morale: Does it increase customer morale?