

# Profiting from Common Sense Service !

Determining the **VALUE** of a Customer in MY business:



**A** = Avg. Account Revenue/mo \$ \_\_\_\_\_

**A X 12 mos/year** \$ \_\_\_\_\_ = **Value**

The **MULTIPLIER**:

**Value** \$ \_\_\_\_\_ X 5 = **P** \$ \_\_\_\_\_

This is the potential **Positive** impact of one satisfied customer plus their SPIN.  
(they tell 5 potential customers)

**Value** \$ \_\_\_\_\_ X 10 = **N** \$ \_\_\_\_\_

This is the potential multiplied **Negative** impact of one dissatisfied customer plus their SPIN. (they tell 10 potential customers)

The **SATISFACTION DIFFERENTIAL (SD)**

**P + N = SD** \$ \_\_\_\_\_

How many of your **POTENTIAL** sales dollars  
are walking away ???



**MORAL of the STORY -----**

Service is NOT a 'soft skill', **SERVICE is a TOP PRIORITY!**

**Common Sense  
Solutions**  
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