

Client Classifications –General Description and Guide

Refer to the Classification Worksheet for definitions of the Classifications Codes.

AAA -Nucleus of core clients. Those clients who will make up 80% of your income (and most probably revenues). They are interested in complete services and will willingly follow your process. You have their trust and are empowered to work with the client, not against them.

Questions to answer:

What percentage of each AAA client's business do we have? [Click Here](#) and Type

What services and products need to be enhanced? [Click Here](#) and Type

Where are we weak? [Click Here](#) and Type

AA -B clients that have the potential to be AAA clients. In other words they have the need for your full array of offerings but have not realized their potential for whatever reason.

Questions to answer:

If trust is the primary component in developing AAA clients, how can I increase the trust level with these individuals? [Click Here](#) and Type

A -Significant clients (enough to be included in your Nucleus of clients). No interest in complete array of offerings and no interest in you being their sole provider.

Questions to answer:

How can I change their attitude and degree of trust? [Click Here](#) and Type

What am I not providing them? [Click Here](#) and Type

What needs am I fulfilling? [Click Here](#) and Type

AF -Family members of an AAA client

Questions to answer:

What are my geographical limitations? [Click Here](#) and Type

How can I reduce or eliminate these limitations? [Click Here](#) and Type

B -Clients that don't have the immediate potential of an AAA or AA client. Their future potential has possibilities. They are desire to use your offerings and do afford a high degree of trust in your capabilities.

Questions to answer:

Would it be worthwhile providing them with modified services? [Click Here](#) and Type

What would be the most efficient way of doing this? [Click Here](#) and Type

How can we automate all service provided to them? [Click Here](#) and Type

C -Clients that have very little present or future potential.

Questions to answer:

What would be the most efficient way of doing this? [Click Here](#) and Type

How can we automate all service provided to them? [Click Here](#) and Type

D -Clients that have no present or future potential.

Questions to answer:

How can we automate all service provided to them? [Click Here](#) and Type