

# HOW TO FIND YOUR BEST CLIENTS

Using this template, you'll be able to find out who your best clients are, based on both statistics and the clients you work best with.

Included first is an example of how to fill out the template, for a company who have every client from A to Z!

Following that is a blank template for you to find your own best clients and start creating your ideal client profile.

FROM:

**PUNCH** 

## WHAT ARE YOUR CLIENT BENCHMARKS?

### DISCOVER WHAT YOUR CLIENTS' MEDIAN SPEND IS

List each client in order of monthly spend from highest to lowest, and find the middle value.

Company J - £12,000	Company I - £8,000	Company B - £4,000
Company L - £12,000	Company P - £6,000	Company H - £3,000
Company T - £11,000	Company E - £6,000	Company G - £2,000
Company D - £11,000	<u>Company X - £5,000</u>	Company V - £2,000
Company F - £10,000	Company M - £5,000	Company C - £2,000
Company U - £10,000	Company R - £4,000	Company K - £1,000
Company A - £9,000	Company N - £4,000	Company Q - £1,000
Company Y - £9,000	Company Z - £4,000	Company S - £1,000
Company O - £9,000	Company W - £4,000	

**Median Spend - £5,000**

### DISCOVER WHAT YOUR CLIENTS' MEDIAN LIFESPAN IS (MONTHS)

List each client in order of the time they've been working with your business from longest to shortest, and find the middle value.

Company H - 23	Company K - 14	Company V - 6
Company Y - 22	Company Q - 14	Company G - 5
Company E - 21	Company N - 12	Company R - 5
Company D - 19	<u>Company W - 11</u>	Company Z - 5
Company C - 19	Company M - 10	Company J - 4
Company L - 17	Company F - 9	Company O - 4
Company A - 17	Company I - 8	Company S - 4
Company U - 17	Company B - 8	Company X - 1
Company T - 15	Company P - 7	

**Median Lifespan - 10.5 Months**

### DISCOVER WHAT YOUR MEDIAN SALES CYCLE IS (MONTHS)

List each client in order of the time they took to sign up with your business from shortest to longest, and find the middle value.

Company E - 1	Company W - 4	Company L - 9
Company K - 1	Company B - 5	Company S - 9
Company M - 2	Company Y - 5	Company G - 10
Company R - 2	<u>Company V - 6</u>	Company J - 11
Company T - 2	Company O - 6	Company U - 11
Company N - 3	Company A - 6	Company C - 11
Company I - 3	Company X - 7	Company H - 11
Company Q - 4	Company Z - 8	Company D - 11
Company F - 4	Company P - 9	

**Median Sales Cycle - 6 Months**

# THE BIG THREE QUESTIONS

If any of your clients fit nicely into all 3 of these categories, put them straight onto the best clients list!

## BIGGEST SPEND WITH YOUR BUSINESS

Clients who spend the most with your business.

- Company J

Company L

Company T

Company D

Company F

Company U

Company A
- Company Y

Company O

Company I

Company P

Company E

Company X

Company M

## LONGEST LIFESPAN WITH YOUR BUSINESS

Clients who have been with your business for the longest period of time.

- Company H

Company Y

Company E

Company D

Company C

Company L

Company A
- Company U

Company T

Company K

Company Q

Company N

Company W

## SHORTEST AVERAGE SALES CYCLE

Clients who completed the sales cycle in the shortest period of time.

- Company E

Company K

Company M

Company R

Company T

Company N

Company I
- Company Q

Company F

Company W

Company B

Company Y

Company V

## BEST OF THE REST

These are your shortlisted clients, some of whom will make up the rest of your best clients list.  
All clients who meet two benchmarks get two points, those who meet one benchmark get one - simple!

### CLIENTS THAT MEET TWO BENCHMARKS

Company L

Company K

Company D

Company Q

Company U

Company N

Company A

Company F

Company I

Company W

### CLIENTS THAT MEET ONE BENCHMARK

Company J

Company H

Company B

Company C

Company O

Company R

Company P

Company V

Company X

Company M

## IMPORTANT EXTRAS

Which of your 'best of the rest' clients meet the following criteria?  
Award one point for each category they appear in and total up on the next page.

Which of the clients  
provide good  
communication and  
feedback?

Company J

Company V

Company I

Company F

Company Q

Company U

Company P

Company C

Which of the clients  
pay in a timely  
manner?

Company B

Company O

Company X

Company P

Company M

Company F

Company R

Company I

Company N

Company D

Which of the clients  
do you have a great  
relationship with?

Company R

Company Q

Company P

Company V

Company L

Company A

Company D

For which clients  
is the work  
fulfilling?

Company W

Company V

Company J

Company F

Company P

Company N

Company B

Company A

Company H

Which of the clients  
do you deliver a  
good ROI for?

Company V

Company O

Company F

Company W

Company M

Company J

Company I

Company H

Company X

Company C

Company D

Company N

## POINTS

Total up each clients points, and add the ones who score the most to your best clients list.

**7 Points**

**6 Points**

**Company F**

**5 Points**

**Company V**  
**Company I**  
**Company P**

**Company D**  
**Company N**

**4 Points**

**Company J**  
**Company Q**  
**Company A**

**Company W**

**3 Points**

**Company U**   **Company B**   **Company H**  
**Company C**   **Company O**   **Company M**  
**Company L**   **Company X**

**2 Points**

**Company K**

**Company R**

**1 Point**



## BEST CLIENT LIST

1. **Company T**
2. **Company E**
3. **Company Y**
4. **Company F**
5. **Company V**
6. **Company I**
7. **Company P**
8. **Company D**
9. **Company N**
10. **Company W**

# YOUR BEST CLIENTS

Now fill in the following blank template to find out who your own best clients are.

Then you can find the common attributes that your best clients share, and create an ideal client profile, a semi-fictional version of the type of client that is ideally suited to your business.

**PUNCH** 



## WHAT ARE YOUR CLIENT BENCHMARKS?

### DISCOVER WHAT YOUR CLIENTS' MEDIAN SPEND IS

List each client in order of monthly spend from highest to lowest, and find the middle value.

### DISCOVER WHAT YOUR CLIENTS' MEDIAN LIFESPAN IS

List each client in order of their lifespan with your business from longest to shortest, and find the middle value.

### DISCOVER WHAT YOUR MEDIAN SALES CYCLE IS

List each client in order of the time they took to sign up with your business from longest to shortest, and find the middle value.

## THE BIG THREE QUESTIONS

If any of your clients fit nicely into all 3 of these categories, put them straight onto the best clients list!

### BIGGEST SPEND WITH YOUR BUSINESS

Clients who spend  
the most with your  
business.

### LONGEST LIFESPAN WITH YOUR BUSINESS

Clients who have  
been with your  
business for the  
longest period of  
time.

### SHORTEST AVERAGE SALES CYCLE

Clients who  
completed the  
sales cycle in the  
shortest period of  
time.

## BEST OF THE REST

These are your shortlisted clients, some of whom will make up the rest of your best clients list. All clients who meet two benchmarks get two points, those who meet one benchmark get one - simple!

## CLIENTS THAT MEET TWO BENCHMARKS

## CLIENTS THAT MEET ONE BENCHMARK

## IMPORTANT EXTRAS

Which of your 'best of the rest' clients meet the following criteria?  
Award one point for each category they appear in and total up on the next page.

Which of the clients  
provide good  
communication and  
feedback?

Which of the clients  
pay in a timely  
manner?

Which of the clients  
do you have a great  
relationship with?

For which clients  
is the work  
fulfilling?

Which of the clients  
do you deliver a  
good ROI for?

## POINTS

Total up each clients points, and add the ones who score the most to your best clients list.

**7 Points**

**6 Points**

**5 Points**

**4 Points**

**3 Points**

**2 Points**

**1 Point**



# BEST CLIENT LIST

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.