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PURPOSE

Target Customer Attractiveness evaluates and compares prospective customers to determine which accounts warrant the greatest commercial attention. Each customer is assessed on two independent dimensions: a weighted **Attractiveness Score** across seven criteria, and the estimated **Account Value**.

CLIENT VALUE

Helps commercial teams focus time and resources on the customers with the strongest combination of strategic fit, commercial potential and likelihood of becoming valuable accounts.

HOW TO USE

1. Add a **target customer** and enter its estimated **Account Value**.
2. Score each of the **seven weighted criteria** from 1 to 5. Every criterion starts **Not Assessed** — nothing is pre-scored.
3. The Attractiveness Score is calculated once all criteria are assessed and the weights total 100%.
4. Review each customer's portfolio position: **Focus, Engage, Delegate** or **Ignore**.
5. Export the client-facing record.

UNDERSTANDING THE RESULT

The Attractiveness Score (a weighted 0–100 score with a band) and Account Value are independent decision dimensions. Their combination places each customer as Focus, Engage, Delegate or Ignore, guiding which accounts to target first. The position supports, and does not replace, management judgement.

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing assessment record, reflecting the target customers, scores and account values you entered.