

Handout 3b - Account attractiveness assessment for selection as a key customer

Account attractiveness criteria	Relative importance weighting	Account A		Account B		Account C	
		Rating (0-10)	Score (weighting x rating)	Rating (0-10)	Score (weighting x rating)	Rating (0-10)	Score (weighting x rating)
Size: spend on product we offer	35	8	280				
Strategic alignment: potential to use our planned products	25	7	175				
Rate of growth in their market(s)	20	5	100				
One of top three suppliers in their marketplace	10	8	80				
Has long-term relationships with suppliers	10	6	60				
Total	100	Total	695	Total		Total	

Minimum score to qualify as a key account = 650

N.B. Minimum score will depend on individual circumstances for each organisation