

Walker Value Mapping

Accelerating growth through intelligent management of strategic accounts



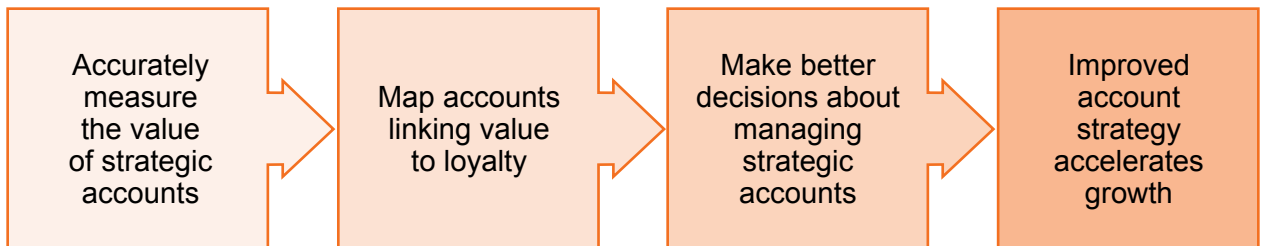
Why Walker Value Mapping?

Many businesses strive to grow with superior customer relationships, but important questions still remain.

How should we select the accounts to maintain and grow?

Only focusing on customers with the most revenue seems inadequate, but what is a better approach?

We believe the answer lies in optimizing your customer's true value to your company.



Business execution requires resource tradeoffs, clear objectives, and tactics responsive to the markets we serve and could serve. It means making decisions with a focus on gaining and building valuable customer relationships over time. Companies have unique needs as customers, and they also offer unique opportunities to the companies that serve them.

Walker's experience with the most successful companies has led us to recommend that valuing customers – usually at the account level – move beyond simple financial measures, to a deeper knowledge of each customer's value to you.

The Problems:

- Not understanding the value of an account
- Missed opportunities for profitability
- High potential accounts go unnoticed
- Product development and referral opportunities overlooked

The Solution:

- Accurate measurement of the value of key accounts
- Selection of strategic accounts based on value
- Better decision making regarding the management of accounts
- Focused strategy per account based on loyalty and value

