

# Assessing Your Customer Portfolio

Customer	Size (# of Employees)	Locations (How many?)	Target Products (Stationery, Folders, Marketing Materials, etc.)	Who orders? (Office Manager, Purchasing, Admin)	How do they order? (Customer Site, Dealer Site, Fax, Email)	Frequency (Daily, Weekly, Monthly)	Delivery (Desk-to-door, Direct Ship)

**Use your customer profile to identify the best opportunities for print growth**

- Do any of your current customers have the potential to deliver more business?
- With which customers do you have long-term relationships and strong company-to-company connections?
- Which customers utilize your value-added services most?
- Who are the key influencers in the buying decisions?
- Which customers are most likely to explore new product categories with you?

# Print Logistics: What Fits Your Customer Best?

How often do they order?	How much do they buy?	Print-ready artwork?	Who orders?	Is integration with an ERP system needed?	We recommend	Benefits for you and your customer
Frequent	> \$20,000	Y	Customer	N	Corporate Stores for Print	Branded, self-managed and customer controlled
Frequent	> \$20,000	Y	Customer	Y	Custom Integration	Branded, self-managed and customer controlled with connection to their purchasing system
Occasional	< \$20,000	Y	You	N	Navitor.com	Consult and order online on your customer's behalf
Occasional	< \$20,000	N	You	N	Transactional Ordering	Consult and order from the catalog on your customer's behalf