One client is too much of our income

Five places to look, and how to choose where to start

A large, loyal client is a fine thing to have. It becomes a worry only when you notice how much of the business would leave with them.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Know how exposed you are. You do not know what share of income your top three clients bring.			
2. Look after the relationship properly. It rests on one contact on each side.			
3. Do more for your other clients. Other clients buy one service when they could use more.			
4. Keep winning new clients. Marketing stopped when the big client arrived.			
5. Plan what you would do if they left. It has never been written down.			

An example

An IT services business earned most of its income from one client. It set a goal to bring that share down over two years, and kept one day a week for winning new clients rather than serving the big one.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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