

Agency Name	Fiscal Responsibility/Payment	Teamwork/Loyalty	Client Staff Capability	Strength of Brand	CLIENT QUALITY SCORE	Client Profitability	Volume (Total Billings)	Potential Client Growth	Industry growth potential	TOTAL PROFITABILITY SCORE	2nd Qtr 20XX TOTAL SCORE	TREND	Client Rating	PRIMARY/SECONDARY CONTACT	NOTES
SCORE	0 to 5	0 to 5	0 to 5	0 to 5	0 to 20	0 to 10	0 to 5	0 to 5	0 to 5	0 to 25	0 to 45		A - D		
Client A	4	5	5	5	19	8	4	1	4	17	36	↔	A	Jane Doe	
Client B	4.5	5	5	3	17.5	8	4	2	4	18	35.5	↔	A	Joe Smith	
Client C	5	2	2	2	11	7	3	2	2	14	25	↓	C	Barry Allen	
Client D	4	3	4	5	16	6	2	1	5	14	30	↓	B	Kara Danvers	
Client E	3	4	3	3	13	6	3	2	3	14	27	↔	B	Sarah Lance	
Client F	3	4	5	3	15	6	3	2	2	13	28	↔	B	Cisco Ramon	
Client G	3	3	2.5	5	13.5	7	2	3	4	16	29.5	↑	B	Jay Garrick	
Client H	2.5	0	1	2	5.5	10	5	2	5	22	27.5	NA	B	Jack Harkness	

(A) Client 35 - 45 points  
 (B) Client 27 - 34 points  
 (C) Client 21 - 26 points  
 (D) Client 20 Total Points or less

15 Client Quality Points or less  
 Profitability Score = 0

(A) Client's are our core revenue source. We will support these clients in every capacity and will negotiate our fee and time schedule to accommodate these clients.  
 (B) Client's are potential A client's but fall short in a few categories. Our goal is to turn B clients into A clients  
 (C) Clients are marginal sources of business. In general, we do not pursue work with C clients unless they come to us.  
 (D) Client's - We prefer NOT to work these client's unless there is strategic, political or specific job related justification.

Green Clients with Great Potential - Clients rating may be low because of active projects but future potential is perceived to be great.  
 Yellow Monitor List - Concerns exist in regards to the volume and/or profitability trends of projects within the last 1 to 2 years.  
 Red Restricted List - President approval required and must have strategic, political or specific job related justification. Contract terms must be set to insure adequate profitability and existing projects need to be reviewed weekly.