

The Rainmaker Client Classification Matrix

Adapted From The Boston Consulting Group “BCG Matrix”

<p style="text-align: center;">Depth Of Relationship</p> <p>(Lifetime Score + Recency Score)</p>					10	<p style="text-align: center;">Problem Children</p>			
					9				
					8				
					7				
10	9	8	7	6	5	4	3	2	
<p style="text-align: center;">Stars</p>					5	<p style="text-align: center;">Dogs</p>			
					4				
					3				
					2				

Monetary Value

(Services Score + Profitability Score)

First add the Lifetime Score to the Recency Score, and then add the Services Score to the Profitability Score from the LSRP Scores you have developed for each client. You will then have two totals you can put into (x,y) coordinate positions on the matrix above.

Plot the coordinates of each client onto the matrix to get an idea of how you might consider the client as part of your client portfolio.

Matrix coordinates can range from (2,2) to (10,10). Clients who wind up at a (6,6) coordinate may be classified as either problem children or stars. Both categories should be motivated to grow and become Cash Cows.

Clients in the Dogs quartile must be analyzed for potential. There may be reasons for their lack of ranking, such as being a startup client. A startup may be a new client with limited funds, but have potential to grow and become a Star or a Cash Cow. Carefully review each client in this category.