

# Problem Identification - By Account Potential

**Legend**  
 Totally Dissatisfied ●  
 Somewhat Dissatisfied ○



Company	Revenue	Penetration	Account Potential	Overall Satisfaction	Ease of Doing Business	Billing and Invoicing	Pricing	Communication	Customer Impressions	Sales Performance	Delivery	Management Interactions	Ordering	Customer Service
Bartell Aviation	\$1,700,000	30%	\$5,666,667						●	●	○	●		
Champion Industries	\$3,200,000	80%	\$4,000,000											
McDowell Manufacturing	\$550,000	20%	\$2,750,000	○	○	●					○	●		
Nova, Inc.	\$815,000	30%	\$2,716,667		●									
Brown Laboratories	\$2,300,000	100%	\$2,300,000						●	●				
Liberty & Maller, Inc.	\$510,000	25%	\$2,040,000											
J.M. Morley	\$174,000	10%	\$1,740,000	○	●	○				○	○	○		
ARCON Corp.	\$950,000	60%	\$1,583,333						●					
Jones Bros., Inc.	\$1,200,000	80%	\$1,500,000		○									
Smithson Industries	\$1,115,000	80%	\$1,393,750											
Digital Images Inc.	\$1,107,000	80%	\$1,383,750											
Viscal Corp.	\$485,000	40%	\$1,212,500											
Acton Hardware Corp.	\$540,000	66%	\$818,182											
Beldock, Inc.	\$63,500	10%	\$635,000											
Superior Products Corp.	\$260,000	50%	\$520,000											
West Coast Global	\$165,000	33%	\$500,000											●
Maddick Inc.	\$490,000	100%	\$490,000											
Palmer Products Inc.	\$52,000	15%	\$346,667				○		○	○		○		○
Delta Labs Inc.	\$86,500	25%	\$346,000										○	
Malther & Co. Inc.	\$132,000	40%	\$330,000											
CWR Products, Inc.	\$150,000	50%	\$300,000									●		
TSC, Inc.	\$119,000	50%	\$238,000											
SconeTech, Inc.	\$106,000	50%	\$212,000										○	○
Excel Corporation	\$131,000	80%	\$163,750	○				○						
Carbon Tech Industries	\$91,000	80%	\$113,750					○						
Amherst Corporation	\$89,000	80%	\$111,250											
Squire Technologies Corp.	\$97,000	90%	\$107,778											
Johnson & Turley	\$53,000	50%	\$106,000											
GSR Corp.	\$93,000	100%	\$93,000											
PHS, Inc.	\$73,000	80%	\$91,250								○			

**If you could grow the revenue from your current customers to its full potential, what kind of bottom line impact could you generate? This chart gives you a whole new perspective on which accounts to focus your efforts on.**

Number Somewhat Dissatisfied
Number Totally Dissatisfied
All Others

3	4	2	1	3	2	3	4	2	3	3
0	1	1	0	0	3	2	0	3	0	0
27	25	26	29	27	25	25	26	25	26	27