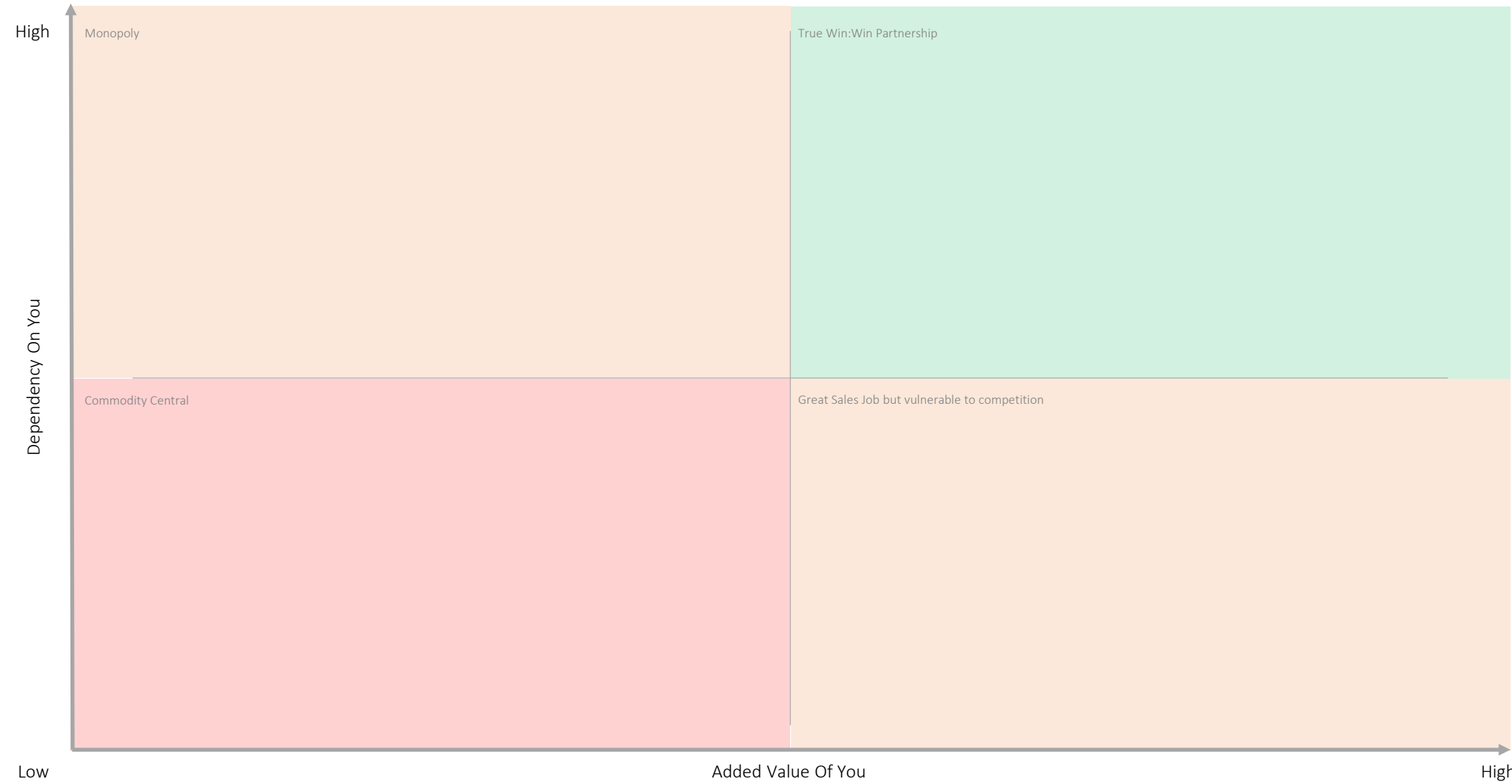


# The 8 Minute “Buyer’s Dependency Quadrant”

Map your customers across the quadrant, placing them high or low, by their dependency on your company and the added value your products and team bring to them.



Plot a good cross section of your customers on the chart by asking yourself the following two questions for each.

Ensure you include your top 20, plus a few of your smaller customers and a few of the most demanding customers.

**Number one:** Are your products, or similar equivalents, available from other suppliers ... or is there an alternative action or way of sidestepping the problem that means they don't need your products or services?

If the answer is yes, then it will go in the bottom half of the quadrant.

**Number two:** Is there a really strong and tangible reason for your buyers to see your team as instrumental to their success, or for them to be loyal and significantly rank your team above the competition?

If the answer is no, then the product will go in the left hand side of the quadrant.