

Potential Value



- **Potential value is the value of all products/services in the categories in which an organisation competes**
 - **ie the customer value of all product/services if they purchased everything they could from the org and nothing from any alternative suppliers**
- **PV data is ideally calculated and expressed in the same “currency” as CV data**
- **Where this is not possible, suitable “currency” proxies or surrogates should be identified**
 - **The best single or combination option(s) should then be determined**
- **The method and period of data collection should then be set and implemented**
 - **PV collection on all customers**
 - **PV collection on all prospects**

Potential Value

- **The best selection of PV currency is always a trade-off**
 - **Most accurate reflection of true PV**
 - **The degree to which the customer needs to be involved in the PV data collection**
 - **The degree to which the required level of customer involvement is potentially sensitive to the customer**
 - **The ease and practicality of collecting the data**
 - **The speed of collecting the data**
 - **The degree to which (Sales Exec) subjectivity in PV data estimation can be reduced or eliminated**
- **Snapshot – does not attempt to account for growth/trend at point in time**
- **The ratio between CV and PV for any given customer or customer base is the “share of wallet” (SoW- %)**
 - **SoW is different to market share**

