

How to use the Lifetime Value Inventory

Below are some lifetime value criteria to consider as you're creating your inventory. Each one provides data for a more complete view into whether your prospect, client, or selling situation has enough potential lifetime value to invest your time, effort, and resources.

You'll want to rate yourself two ways: First, your perspective of where this prospect, client, or selling situation rates today in creating lifetime value for you. Second, your honest look of how your prospect or client views you/your company and the lifetime value you create for them.

- As you rate each item, some may apply more to you as the seller, and some may apply more to the buyer's viewpoint.
- Use a rating scale of 1 to 10, with 10 being the highest indicator of lifetime value, and 1 being the lowest. If you use all the criteria, the highest total for each column is 120 points, and a total value of 240 points.

Category	How would you/your company rate the prospect or client?	How would your prospect or client rate you/your company?
Philosophical Alignment – How well your overall values, vision, and business philosophies align.		
Sales Process – Ease of doing business and clarity during the sales process; access to the right leadership levels for decision making; transparency of information sharing.		
Solution Compatibility – How well your solution portfolio aligns to their functional or technical requirements.		

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Post-sales Onboarding – Rates the experience after the deal is won. There’s a clear, simple, and effective process reinforcing that the client made the right decision to do business with you.		
Internal Team Support – The right teams are in place to support the client post-onboarding. There are clear and simple support processes, and specific points of contact to guide the client.		
Price/Fee Sensitivity – Rates how likely this prospect or client is to accept your prices or fees, or if they will tend to significantly negotiate. This is both a short-term and long-term view.		
Revenue – Rates revenue potential, short-term and long-term. Consider overall scale of revenue potential as well.		
Profitability – Rates the overall profit potential, both short-term and long-term. How important is the profitability of this client to you?		
Administration – Rates daily operations. For example, products and services delivered on time; the client pays their invoices in a timely manner.		
Growth/Cross-Sell Potential – Rates growth potential, and the ability to cross-sell new products/services within the client once the initial deal is won.		

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Referenceability – Rates how referenceable this client will be; for example, they are open to creating a case study for success, or they are willing to provide testimonials on your behalf.		
Logo Strength – This is a rating of how important this prospect or client is to your portfolio of logos. For example, this company may be a cornerstone client or help you gain credibility in a new market.		

Using 240 points as the guide, this scale will help you interpret the data.

- 0-80 Points:** Low odds of meaningful lifetime value. Unless there's a key category heavily outweighing the others, this prospect or client isn't worth your investment. This score can also indicate the need for more information to make an informed decision.
- 81-160 Points:** Mid-range odds of lifetime value, and worth considering the investment. Likely there are some scores that stand out more than others. Look for any patters that indicate where you may need to invest. Also look for large swings between your perspective and a prospect/client's perspective. That could indicate a deeper challenge to overcome, or perhaps the need for more information. This is the widest ranging tier; one thing to keep in mind is that a prospect or client that scores 90 is likely very different from one that scores 150.
- 161-240 Points:** High odds of lifetime value, and worth the investment! You'll want to look for ways to continue adding (and receiving) lifetime value, to keep the overall score at these high levels.