

Where are You Now?

In Managing Customers as Assets

New Customers Volume and Value Yes, we track No, we do not track Barometer of Difficulty	Renewals with Reasons Yes, we track No, we do not track Barometer of Difficulty
Relatively Moderately Hard, but Impossible Right easy difficult Possible Now Action #1:	Relatively Moderately Hard, but Impossible Right easy difficult Possible Now
Addon # 1.	Action in the
Lost Customers Volume and Value Yes, we track Barometer of Difficulty	Referrals by Customer Group Yes, we track No, we do not track Barometer of Difficulty
Relatively Moderately Hard, but Impossible Right easy difficult Possible Now	Relatively Moderately Hard, but Impossible Right easy difficult Possible Now
Action #1:	Action #1:
Non-Renewals with Reasons Yes, we track Barometer of Difficulty Relatively Moderately easy difficult Possible Right Now Action #1:	