



Northpoint Directions are developed to help business leaders stay informed on new and unique approaches and ideas to improve their business performance. This publication is produced by Northpoint Advisors, LLC.

► **Today's Topic**

The Customer Needs Analysis (CNA)

► **Why Topic is Relevant?**

Some of the most pertinent customer information often resides in people's heads and doesn't get written down. When there are account transitions for whatever reason, this critical, valuable information is often lost. Some of your most valuable intellectual property is your knowledge of your customers.

► **Sample Questions in Customer Success Surveys**

- What is the profile of the key customer contacts (social, political, etc.)?
- Do they fit your profile of a good customer?
- Do they have a need that fits your capabilities?
- Do they have enough volume to work well with you?
- Is there a cultural fit between their organization and yours?
- Are they financially strong enough to fund an effective effort on your behalf?
- Who you are competing against to get the business? What are they doing for them?
- What are the strategies required to grow the business? What are the next steps?

► **The Solution Set**

Every company should put together an analysis like this of their Top 10 customers, at least.

► **How Can Northpoint Help?**

Northpoint has designed such analyses for hundreds of companies and can help you get started, as well as take you into the account review process to help you transform your current customers. Within 90 days, we are often able to help you get 10 percent or more additional business for those who perform a CNA.

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