Shut the Door Metric Tracking

Example - Scoring Criteria	Points
A customer for 5 or more years	1
We have 3+ points of contact with the customer	1
We have a purchasing agreement with the customer	1
Customer purchases 3+ of our products/services	2
We have a recurring revenue stream from the customer	2
We provide a custom solution for the customer	3
Total Available Shut the Door Points	**10**

In this example
J Prax Ltd. Is largest revenue customer but has a Shut The Door Metric of only 2. Atlas, Inc. is a small revenue customer but has a high Shut The Door Metric of 9

Revenue Scope — High / Low

J Prax Ltd.

Linx Bros.

Carlisle

P & D, LLC

Cerus

Simms Group

Binx, Inc.

Dpac, Inc.

Atlas Inc.

ABC, LLC

1   5   10
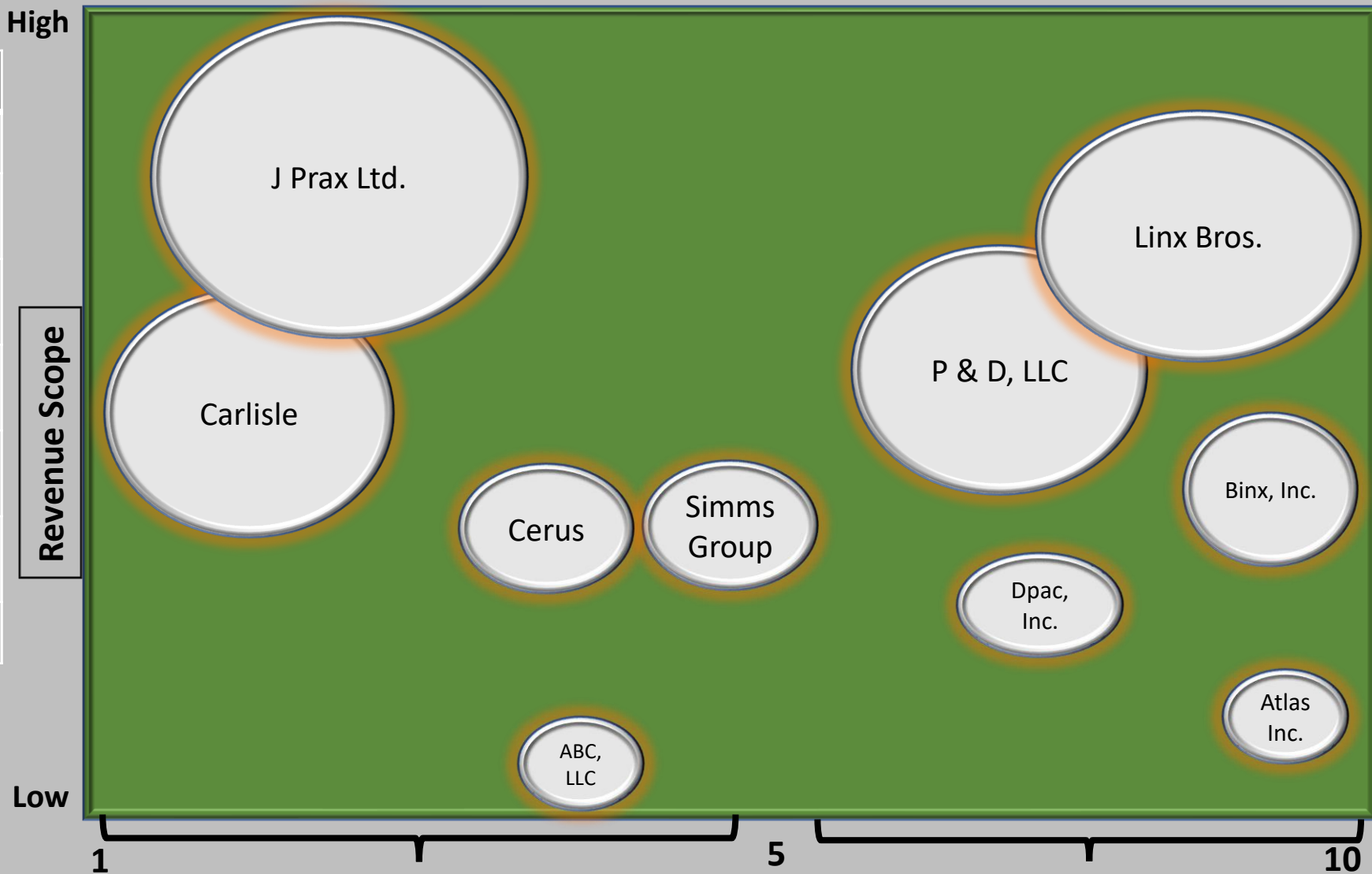
Scoring

Our Plan to Move Customers to the Right?

Our Plan to Protect & Grow?