



# CUSTOMER VALUE APPRAISAL

### SCALE



- 1. My customer understands and acknowledges the value we have created with them.

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- 2. If asked by others within their organization, my customer would rate us as highly collaborative.

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- 3. There are sponsors and supporters for me and they help cross-sell additional business.

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- 4. My customer would tell others in the organization and other companies that they find our company easy to do business with.

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- 5. My customer demonstrates a level of confidence of my organization that we are responsive and can be trusted.

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- 6. My customer demonstrates a preference for our solutions.

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- 7. If asked by others within their organization, my customer would rate us as highly collaborative.

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- 8. My customer would say it's easy to contact us and be confident that a solution will be given when and in the way promised.

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- 9. My customer would tell other companies our organization has made their work a success.

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- 10. My customer is loyal to my organization that is demonstrated through their actions.

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### SCORE

