

El valor de lcliente

The Value of the Client in a Market Between Businesses (B2B)



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Nowadays, especially in sectors entering liberalised markets such as energy or telecommunications, strong competition means that clients flow from one business to another. In these circumstances businesses need to have their clients correctly classified, protecting the "key" ones who bring value and letting others go, who are not strategically worth it. At these times it is crucial to have a tool to classify clients according to the value they bring in.

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