	Manufacturing		CPG		SaaS/ Tech	
	Secondary	Primary	Secondary	Primary	Secondary	Primary
		Ordering / Purchasing		Ordering		Product
	Payment Terms/Options		Ease of Ordering		Ease of Use	
	Clarity of Invoice		Product Availability		Capabilities	
	Product Availability		Product Information		Reliability	
	Sales Person/Process		Invoicing/Payments		Return on Investment	
	Contract Negotiations		Return Process			
		Account Management		Account Management	ı	Account Management
	Communication Skills		Availability		Understanding of Business Needs	
	Availability		Responsiveness		Communication Skills	
	Product Knowledge		Product Knowledge		Availability and Responsiveness	
ds	Understanding of Business Needs		Understanding of Business Needs		Product Knowledge	
	Project Management					
		Support / Technical Service		Customer Support		Customer Support
	Product Knowledge		Product Knowledge		Product Knowledge	
	Timeliness to Resolution		Timeliness to Resolution		Timeliness to Resolution	
	Friendliness		Friendliness		Friendliness	
	Issue Awareness		Issue Awareness		Issue Awareness	
					Service Level Agreements	
		Delivery		Delivery		Professional Services/Implementation
	Timeliness of Delivery		Availability of timeslots		Timeliness of Delivery	
	Accuracy of Order Contents		Timeliness of Delivery		Project Management	
	Packaging		Accuracy of Order Contents			
	Professionalism		Packaging		Cadence Call Quality	
			Friendliness		Attention to Detail	
					Communication frequency	
		Product		Partnership		Self-Service
	Capabilities		Support of Business Needs		Documentation/Content	
	Quality		Flexibility in Challenging Times		Accuracy	
	Vital to My Business		Long Term Partnership Benefits		Accessibility	
	Reliability		Focus on Stustainability		Clarity	
ds	Product Knowledge Understanding of Business Needs Project Management Product Knowledge Timeliness to Resolution Friendliness Issue Awareness Timeliness of Delivery Accuracy of Order Contents Packaging Professionalism Capabilities Quality Vital to My Business	Delivery	Product Knowledge Understanding of Business Needs Product Knowledge Timeliness to Resolution Friendliness Issue Awareness Availability of timeslots Timeliness of Delivery Accuracy of Order Contents Packaging Friendliness Support of Business Needs Flexibility in Challenging Times Long Term Partnership Benefits	Delivery	Availability and Responsiveness Product Knowledge Product Knowledge Timeliness to Resolution Friendliness Issue Awareness Service Level Agreements Timeliness of Delivery Project Management Cadence Call Quality Attention to Detail Communication frequency Documentation/Content Accuracy Accessibility	Professional Services/Implementation