

EXPERIENCE OF VALUE

LESSON EXERCISE

This exercise is to assist you in creating an experience of value for your customer.

Element	About	How do you and/or your company provide value against these elements?	Rate 1-10 (10 being the highest)	Innovative ideas/action steps -What could you and/or your company incorporate, add or take away to improve your rating?
Excellence	<i>Core competencies and how you make them feel at each and every touch point.</i>			
Consistency	<i>It's what communicates you and your company's culture. Incorporating trust and reliability of character.</i>			
Attention	<i>The ability to focus in them, not as the prospects but as human beings. Digging deep and focusing on the details.</i>			
Empathy	<i>The identification with, or vicarious experiencing of another persons feelings (and communicating it!)</i>			
Appreciation	<i>Attitude of gratitude for everyone in the process (more importantly communicating it!)</i>			