

CUSTOMER APPRECIATION MATRIX

Levels of service create the experience.

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CONNECTION (EQ), THEIR POSITIVE EXPERIENCE,
AND PRICES CLIMB UP THE LADDER.



GENUINE LAGNIAPPE

A pleasant surprise! An unexpected gift! Being interested! This builds bridges.
They know how much you care!
Your DYVAL (dynamic valuation) is created which separates you from the rest of the pack at this level.



WHAT IS SUGGESTED?

Present your expertise with a gift of knowledge and wisdom.
Shine the spotlight.



WHAT IS REQUESTED?

Demonstrate attentiveness
Don't deliver good service, **BE GREAT!** at every level



WHAT IS EXPECTED?

Average is not it!
Regular service never stands out!



CLIENT SATISFACTION

is not enough to grow your business or count on repeatability! **55% will defect.**

CLIENT INTIMACY

Reciprocity happens. Why go or call anyone else? Entrepreneurs are in business to create this bond!
Frequency of interaction increase.
This is about lasting relationship.



CLIENT LOYALTY

Rising with additional confidence.
Risk, reduced or reversed.
I am in good **AWESOME** hands is their thought.



CUSTOMER REPEAT BUSINESS

They feel important
You are tuned in and they know it!
Clients can rely on you and your promise/ability to get it done!



Or fall into
"JUST A COMMODITY"

OUCH! Prices/returns go down, not much service or anything to be memorable.

A bargain, cheap, ONE & DONE MODEL

Worst is, this will get duplicated and lead to a cheaper version.

You are stuck in The Price Trap! Say goodbye to margins.

Remember we now have fully informed buyers and alternate sources of supply at their fingertips in seconds.

You must create **real value** (DYVAL is your dynamic valuation) to get out of this rat race.