

<u>Level</u>	<u>ACCESS</u>	<u>EXPERIENCE</u>	<u>PRICE</u>	<u>PRODUCT</u>	<u>SERVICE</u>
DOMINATE (5)	Give me a solution ; help me out in a bind.	Establish customer intimacy with me by doing something no one else can.	Be my agent ; let me trust you to make my purchases.	Inspire me with an assortment of great products I didn't know about.	Customize the product or service to fit my needs.
DIFFERENTIATE (4)	Make the interaction convenient for me.	Care about my needs and me.	Be fair and consistent in your pricing. I'm not necessarily looking for the lowest price.	Be dependable in your selection and in-stock position, so I can rely on you when I'm in a bind.	Educate me when I encounter a product or a situation I don't understand.
AVERAGE (PAR) (3)	Make it easy for me to find what I need, get in and get out in a hurry.	Respect me; treat me like a human being.	Keep the prices honest ; don't jack them up or offer big savings when there are none.	Be credible in your product and service offerings.	Accommodate me; bend over backward sometimes to show me you care.
BELOW AVERAGE (Your business is in trouble) (2 or 1)	Block my way, hassle me, keep me waiting, make it hard for me to get in and get out.	Dehumanize me; disrespect me; ignore my needs.	Be inconsistent, unclear, or misleading in your pricing.	Offer me poor quality merchandise and services that I can't use.	Give me an experience I'd just as soon forget; give me a reason to tell my friends and relatives to stay away.