

# Value Exchange Worksheet



Increasing customer retention by just 5% through a consistent value exchange can boost your total profits by up to 95%, proving that loyalty is the strongest reinforcement in your organization's structure.

Your blueprint for designing a welcoming front door that invites customers in with a generous, helpful gift. By sharing your expertise up front, you are laying the first sturdy row of bricks for a long-term relationship built on trust and shared success.

## STAGE 1: Identify the "aha!" moment

**The Helpful Gift** – Identify a specific resource or "quick win" you'll share to solve a small problem for your audience right away.

**Example Problem** – A customer spills coffee or red wine on a new blouse or dress, causing them to be distressed.

**Quick win idea:**

## STAGE 2: Package the solution

**The Ideal Neighbor** – Pinpoint who needs this specific solution so you can build a community that truly values your expertise.

**Example Solution** – Scannable QR code or physical card in bag listing effective household solutions for common stains.

**Easy answer:**

## STAGE 3: Name your value

**The Next Step** – Design a clear invitation that guides them smoothly from receiving their gift to becoming a happy client.

**Acquire Customer Loyalty** – Offer free shipping or a small free sample to first-time buyers to encourage a second purchase.

**Loyalty tool:**

### [ RETAIL VALUE EXCHANGE ]



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### [ GROUP VALUE EXCHANGE ]



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EXAMPLES



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