

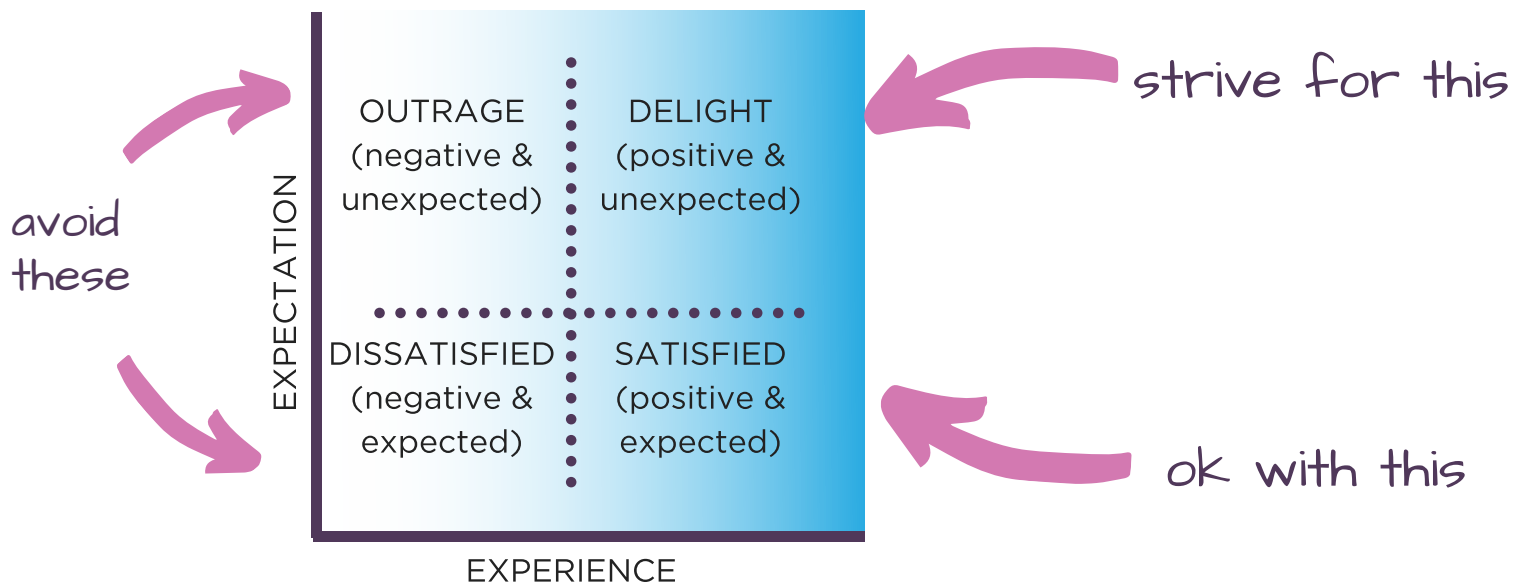
# [BE FOUNDATIONS]

# SURPRISE & DELIGHT



Delight leads to increased loyalty & profits - but satisfaction isn't enough. Use this worksheet to see how you can SURPRISE & DELIGHT your customers.

## THE CONTINUUM



## COMMON PITFALLS

- No standard scale - don't compare
- Customers can't tell you what would delight them (they can't expect it)
- Spending too much (not knowing your numbers so it is a bad investment)
- Ever-changing expectations
- Expectations vary by segment
- Can't standardize

## WAYS TO DELIGHT

- Common courtesy makes a big difference
- Going above and beyond goes a long way
- Deliver unanticipated value
- Don't be ok with merely satisfying
- Provide novelty and entertainment
- Omnichannel approach
- Deliver solutions - not just products or services

**TOP TIP: come up with a delight strategy to ensure whatever you do is aligned with your brand, expenses, etc.**

## WANT HELP?

Visit [thebrainybusiness.com](http://thebrainybusiness.com) and click "Work With Me" to book your FREE consult and learn how I can best help.