VALUE LADDER MATRIX Planner: Version: Company: Date:

DIGITAL GIFTS PRODUCTS FOR PROSPECT CORE PRODUCT PRODUCT FOR CUSTOMER SPECIAL TREATMENTS COMFORT TREATMENTS LEVEL Ø

VALUE LADDER MATRIX Planner: Version: Company: Date:

PRODUCTS FOR PROSPECT CORE PRODUCT PHYSICAL GIFTS PRODUCT FOR CUSTOMER **SPECIAL TREATMENTS COMFORT TREATMENTS** LEVEL Ø

VALUE LADDER MATRIX Planner: Version: Company: Date:

PRODUCTS FOR PROSPECT CORE PRODUCT PRODUCT FOR CUSTOMER **RELATIONAL GIFTS SPECIAL TREATMENTS COMFORT TREATMENTS** LEVEL Ø