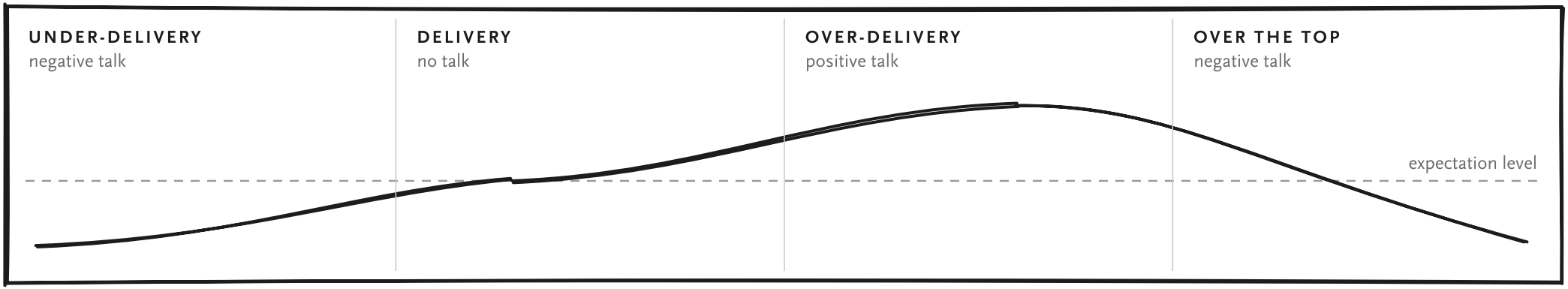
Managing expectations.

Customer _____

Date _____

List the moments that matter. For each, write what people expect and what you deliver, then mark the zone.
Tip Aim to exceed, not to overdo.



MOMENT THAT MATTERS	WHAT THEY EXPECT	WHAT WE DELIVER	UNDER	MEET	EXCEED	TOO MUCH
			○	○	○	○
			○	○	○	○
			○	○	○	○
			○	○	○	○
			○	○	○	○
			○	○	○	○