Hierarchy of rewards

Low	Medium	High
e.g. Rope Toy Plain Biscuit Smile/eye contact	e.g. Tennis Ball Chicken Silly Talk	e.g. Squeaky toy Roast beef Playing and dancing around

To check how valuable your dog sees a reward, why not ask them for a simple behaviour such as "paw" and see how many times in a minute they do that behaviour. If it is not many repetitions, then it should not be in the highly rated rewards column