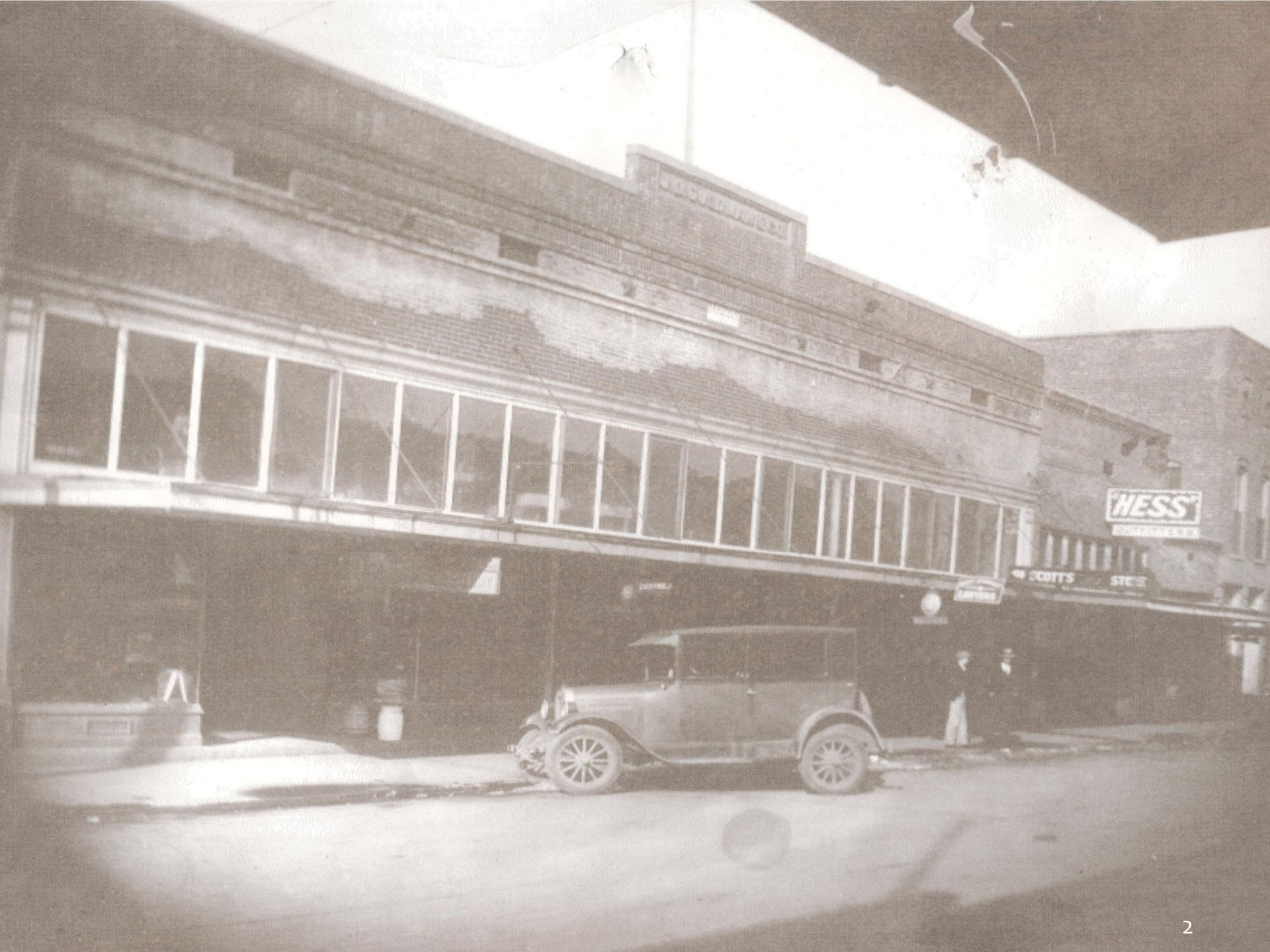


Your Customer

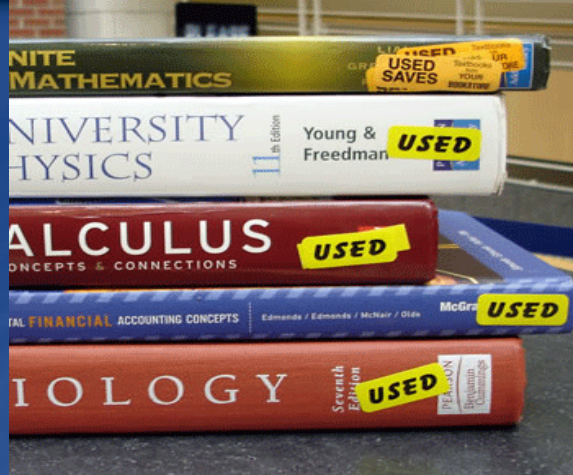
BUSINESS STRATEGY SKILLS TRACK

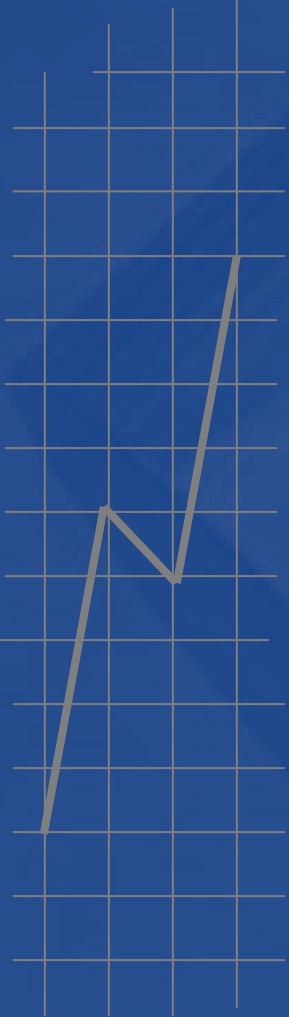
**Doesn't Live
Here Anymore!**





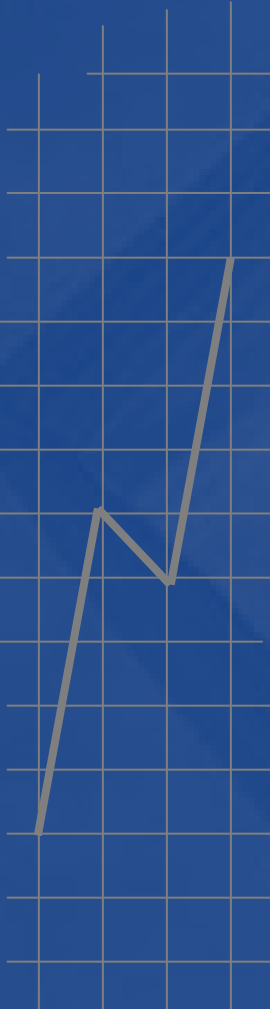




- 
- Define your business
 - Define the similarities
 - Define the differences
 - What would you add or delete?

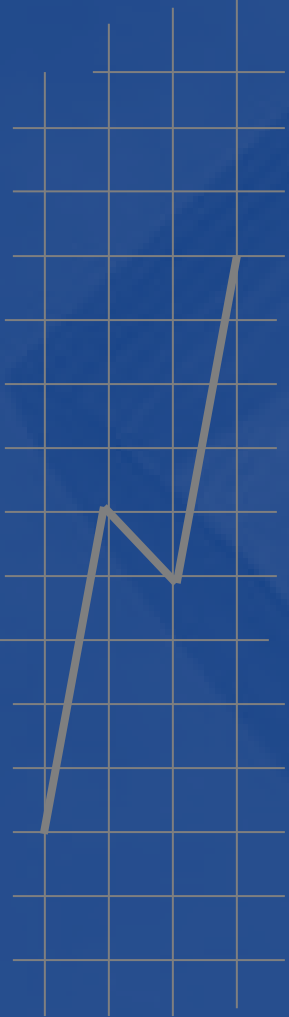
- The most important question is:
- Define the differences from your competition

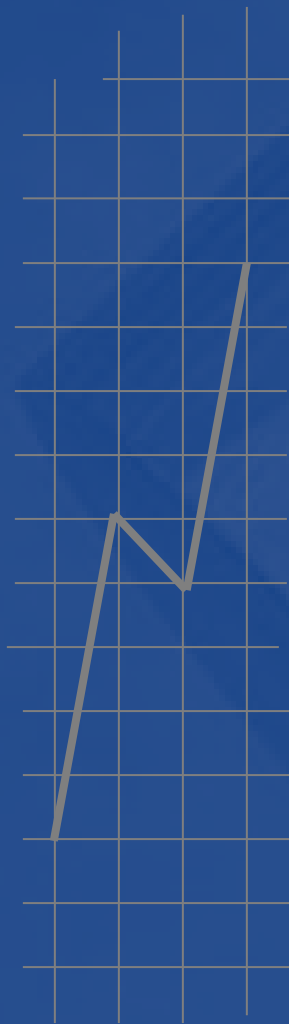


- 
- Competition:
 - Anyone, any where, any business that your customer can spend money with that could instead be spent with your business
 - Anyone that can take a customer's discretionary income
 - Vacation destination instead of hosting guests
 - They are taking the 'bread' off of your table

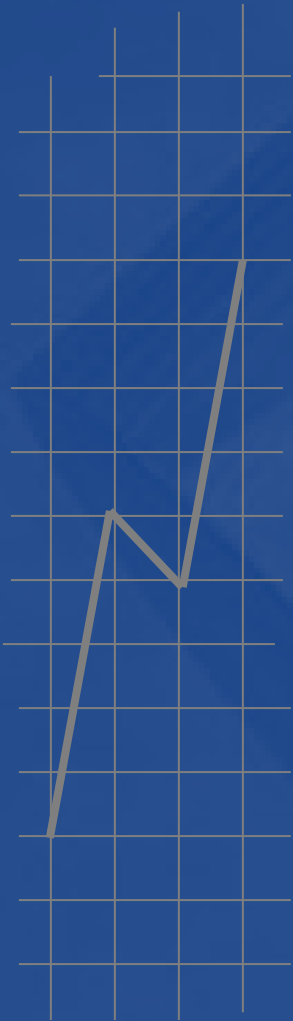
- How are you locating your customers?
- Can you describe them?
- Where do they live?



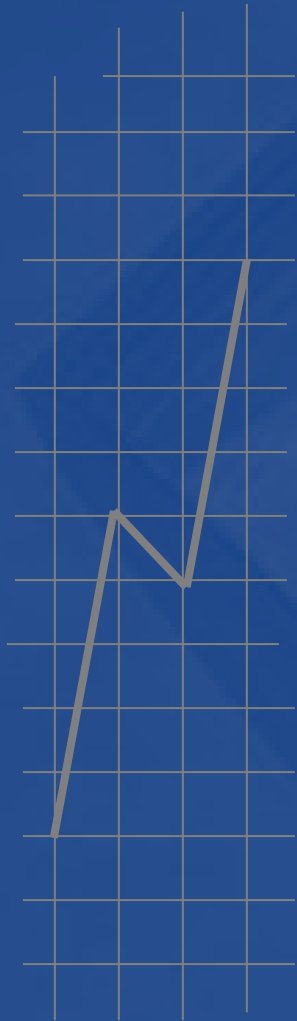
- 
- Do the products/services you sell determine your business?
 - Accessory items
 - Consumable products
 - If you had new products/services, (within the limits of Minnesota law) would they bring you new customers, or would you be selling to existing customers?



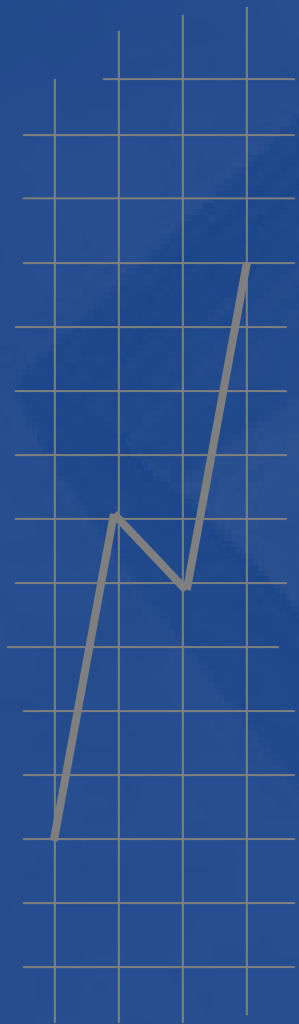
- What kind of business do your customers know you to be?
- Save the customer money
- Give the best value for the money
- Great shopping atmosphere
- Top quality products
- Problem solvers
- The latest products



- Options other than the best location
- Unique products
- Additional hours
- Offer delivery
- Unbelievable customer attention
- Follow up
- Cheap prices



- What does a customer cost you?
The cost of gaining a new customer is \$20
- The cost of keeping a current customer is as low as \$2



- Average ticket \$ _____
- Average annual transactions _____
- Annual spending \$ _____
- # Years as customer _____
- Lifetime spending \$ _____
- Your margin _____%
- Lifetime value to you \$ _____

- Twitter
- Facebook
- LinkedIn
- YouTube
- Slideshare; Foursquare
- Blog; Pinterest
- Instagram; Snapchat
- Educate, advise and inform



- Develop a communication network – newsletter - to get your message out
- Practice delayed gratification
- Customers delete sales pitches
- Newsletter can be print, electronic
- Postcards



Constant Contact® 



Skyway Savers News

May 1996

Sunday Open 9-5 Monday Open 8-8 Tuesday Open 8-8 Wednesday Open 8-8 Thursday Open 8-8 Friday Open 8-8 Saturday Open 8-7

		April 30	1	2	3	4
		"GET READY FOR THE SUN SALE" through May 12				POOL Consultants 10 am - 2pm
5	6	7	8	9	10	11
"GET READY FOR THE SUN SALE" through Sunday →						
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
	MEMORIAL DAY (observed)					

TOM'S TOPICS

The last piano piece I remember playing at a recital many, many years ago was from the musical "Oklahoma." I can remember that the day after this last recital, I travelled with my Dad to one of his stores which was located in a town on the other side of Yell County. We were walking down the street, and in passing the Methodist church, we noticed that they were installing a new organ.

We walked in, and in conversation I was given the opportunity to play the new instrument. I started to play the piece that I had played only the night before. Somehow I had forgotten all but the intro. To this day I still cannot play it by memory.

Moving at warp speed to the recent past, I remember seeing a tribute to Neil Bonnett - a NASCAR driver who died doing what he loved the most: racing a car. It was reported that every day Neil got up and stared his morning ritual by singing the refrain to that same song... "Oh, what a beautiful morning, oh, what a beautiful day! I've got a beautiful feeling, everything's going my way."

What a neat sense of renewal, just like spring. Of course with our weather of late we can't be too sure as to when spring has arrived. If nothing else, when the Cardinals (baseball's Cardinals, that is) return to St. Pete, then spring is sure to follow.

- See Tom's Topics, continued on page 2

MAY News Notes

Cotter Capers

You may or may not have noticed the Benjamin Moore paint display in the front window. If you saw it in mid-April, it looked pretty nice. If you've seen it recently, it looks like a pile of paint accessories and color cards in the middle of the floor. That's Cotter's handiwork! Seems the nice display was taking up her valuable nap space... so she moved it. That cat likes to sleep more than anything.

She is also electing to stay indoors more and more as the days grow warmer. And, she gets particularly disturbed if the air conditioning is not just right. People put their furs in cold storage. I guess cats need to put their coats in cold storage, too.

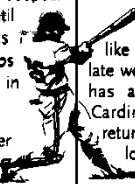
The summer-like weather also signals the opening of lizard season. You may or may not know: Cotter's favorite pastime (after sleeping) is lizard stalking. she can spend an hour creeping



along behind an unsuspecting creature until she either gets bored... or jumps on it. You can fill in the result.

Still, it is good to see her take an interest in anything. We have wondered if her excessive sleeping could be symptomatic of advancing depression... perhaps brought on by feelings of abandonment as a newborn. Or, having to beg her way into a home here at Skyway may have diminished her self-esteem. Faced with these possibilities we are watching her closely. With her poor eating habits, she may even be anorexic! Who knows what disfunction she may be hiding.

On the other hand, it's probably all some act she learned to make her keepers crazy while studying at "Garfield's School of Catness."



Skyway Super Coupon

MAY 1996
Active Customer Coupon

Whether you're getting started or finishing up, a foam paint brush will be a real help. This month get one 2-inch foam brush absolutely FREE with this coupon while supplies last. A reg. 59¢ value. # 397-158

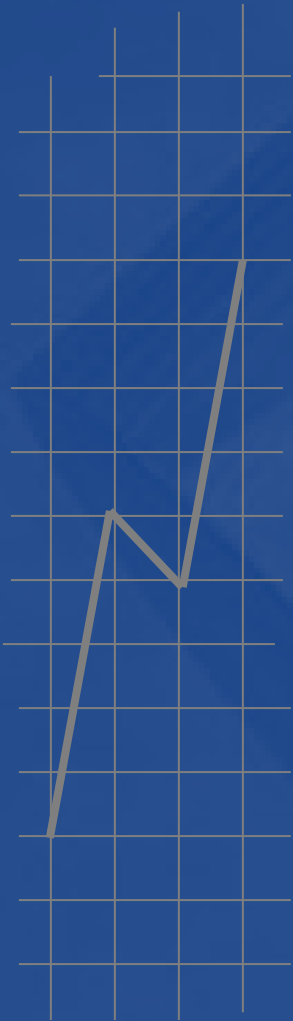


Skyway Acct. #
(With coupon only. One per family. Non-transferable. Void after May 31, 1996.)

continued on page two -

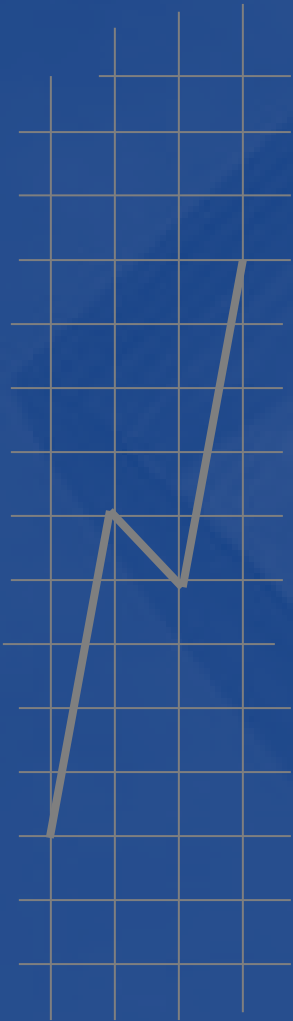


- Cinnabon
- 1,181 locations
- 1.1 million Facebook likes
- 63,729 Twitter followers
- 20,765 Instagram followers
- 'Glaze all you want at these beautiful buns'
- 'Guess I'm not good at a bun night stand'

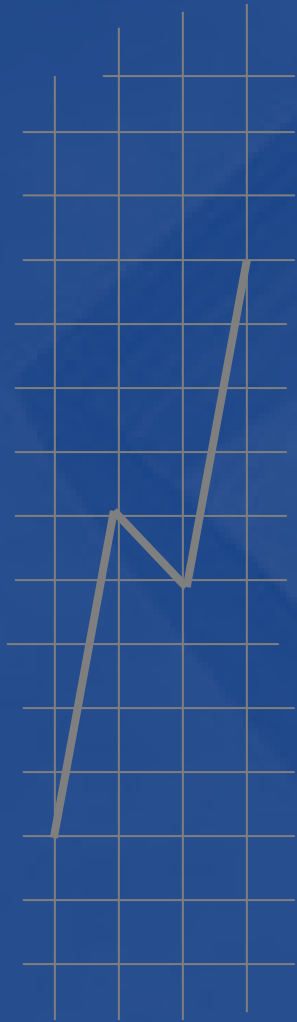


- Do your employees say?
- Can I help you?
- Is that all?
- Do you want me to ring that up for you?
- My name is Bob, call me if you want anything.





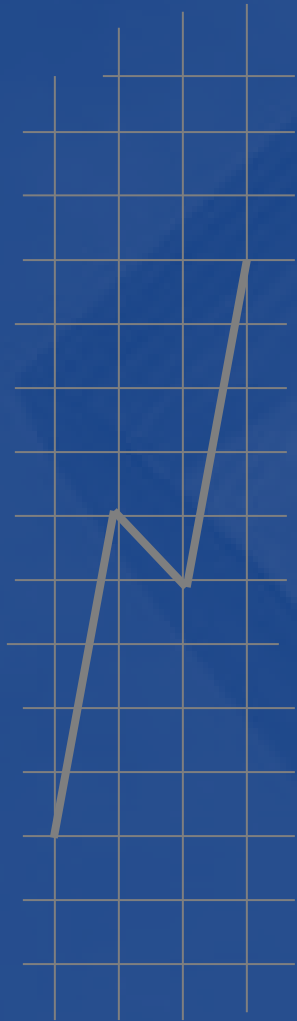
- Does your staff give great customer service?
- Do you have a formal staff education program?
- Only 25% of small businesses have formal training programs of which half actually budget for this expense. Of these, the average amount is .02% of sales.



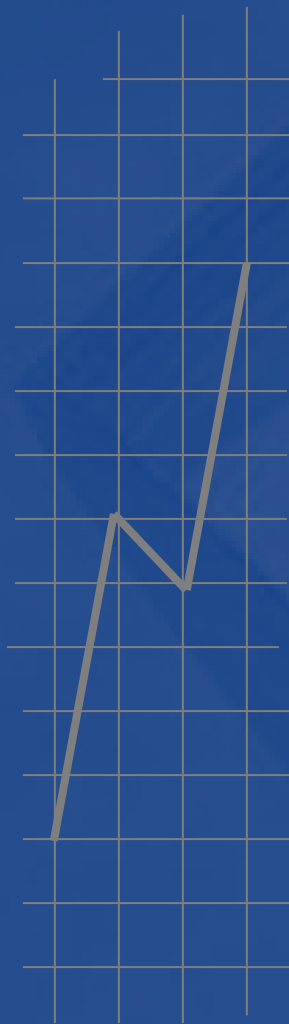
- Item and price
 - Minimum staffing
 - Low cost staff
 - Easy to gauge success
 - Don't put up with problem customers
 - Must compete with the "big boys" in advertising
 - Eliminates the small business "personal touch"
 - Must be very accounting sharp to control expenses
 - Hard to upgrade from this image

➤ Product

- Usually has higher margins
- More affluent customers
- Gets good media coverage
- Higher quality items
- Requires "guerilla" tactics
- Requires more staff
- Higher customer expectations
- Must stay on top of market

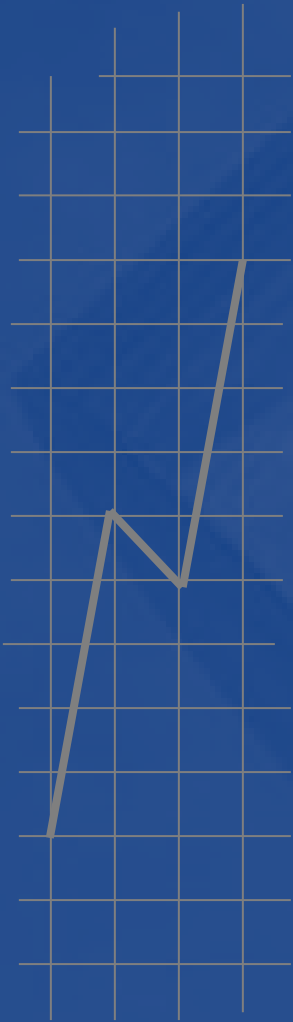


- People attentive
 - Location less important
 - Requires less attention to advertising
 - Develops loyal customers
 - Sets you apart from 95% of businesses
 - More labor intensive
 - Requires you to be detailed oriented
 - Requires lots of employee education
 - Requires manager/owner to have a "hands-off" style of management



- The one with specific needs?
- The problematic customer?
- The browsing customer?
- The price shopper customer?
- The confused customer?
- Which type of business wants which customer?

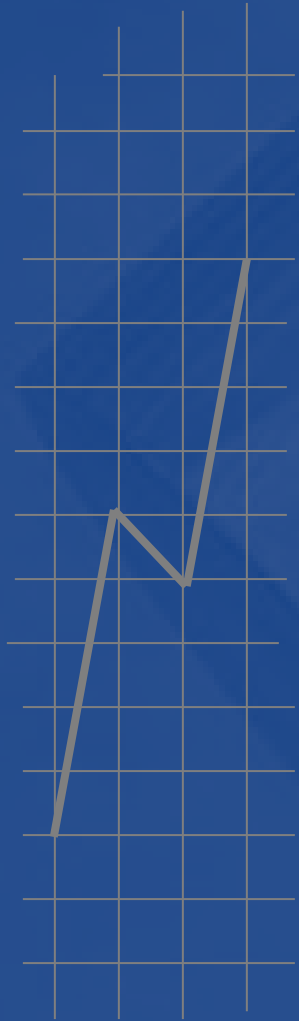


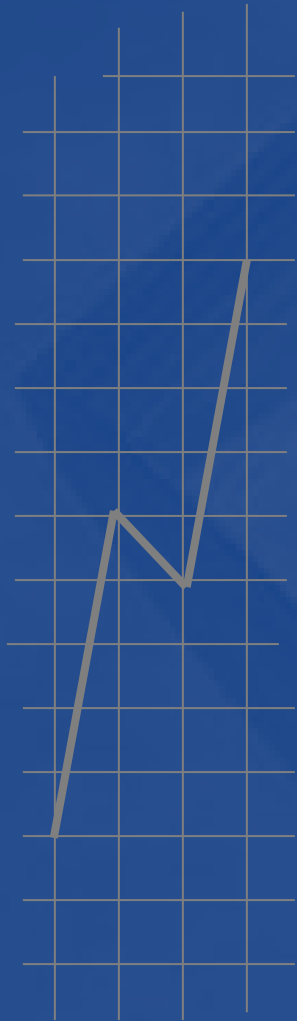


- What the customers are wanting
- Have in stock what I want
- Value my time
- Sell me value

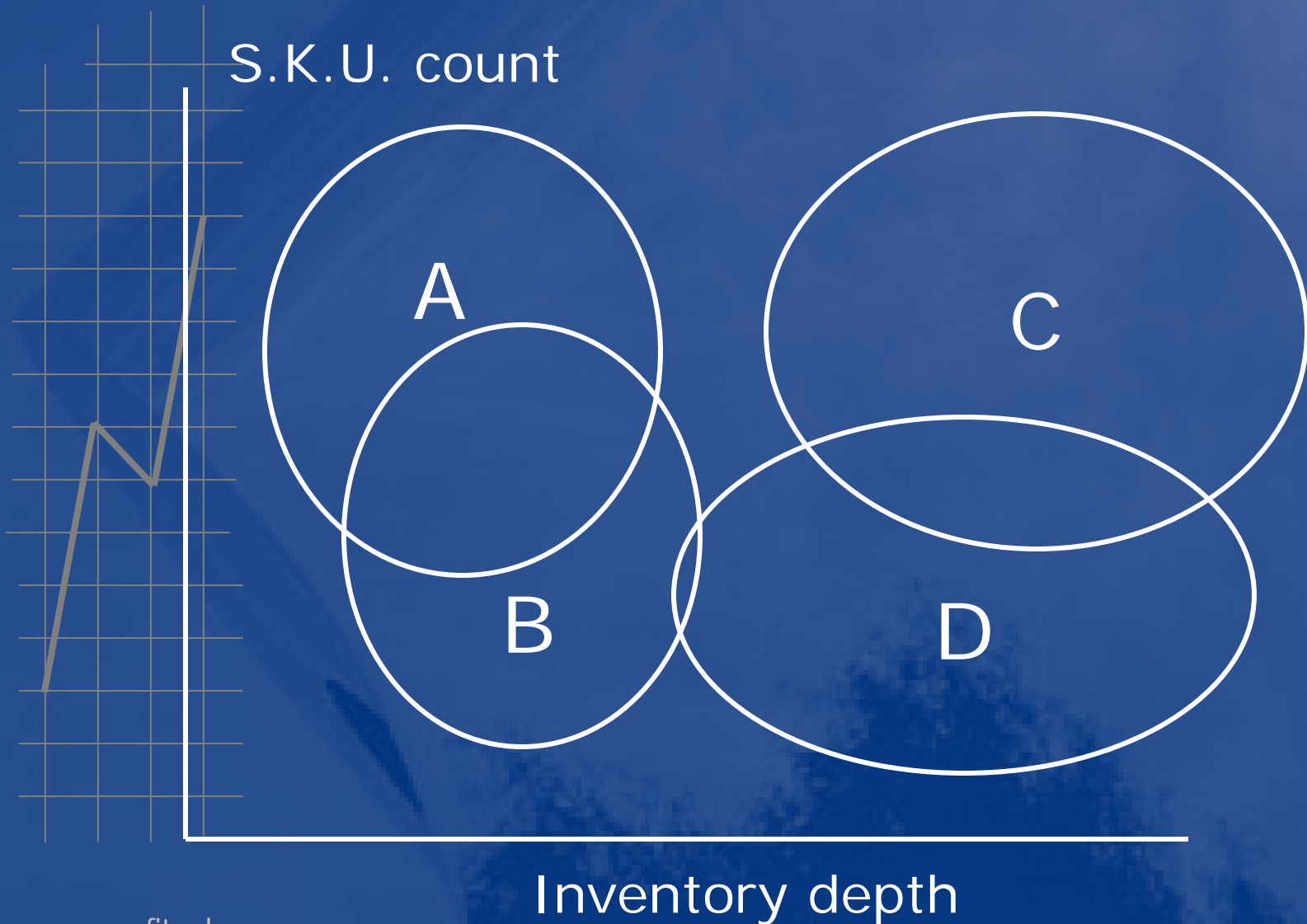
Sell me value

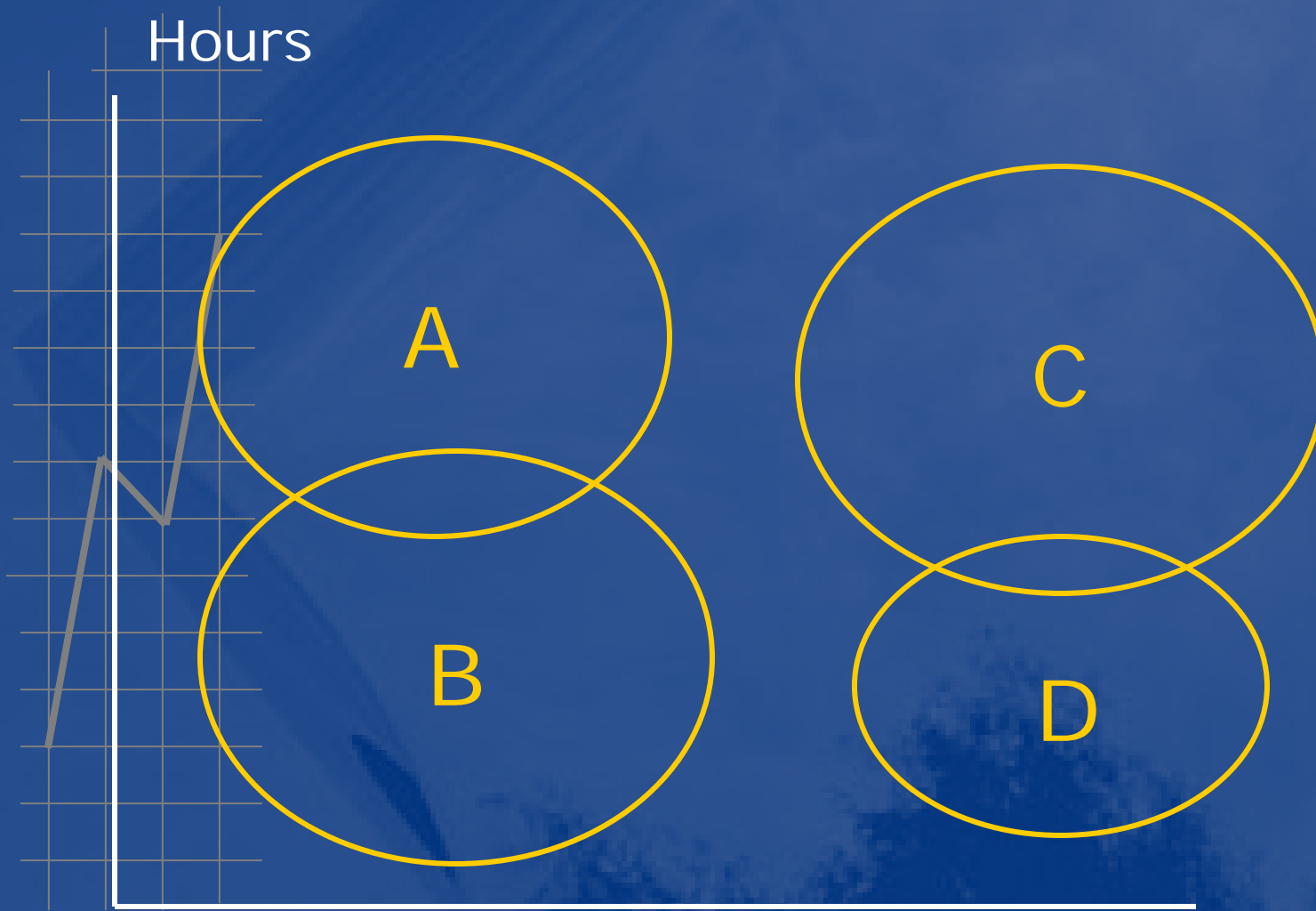
- Quality
- + Service
- + Information
- = Price

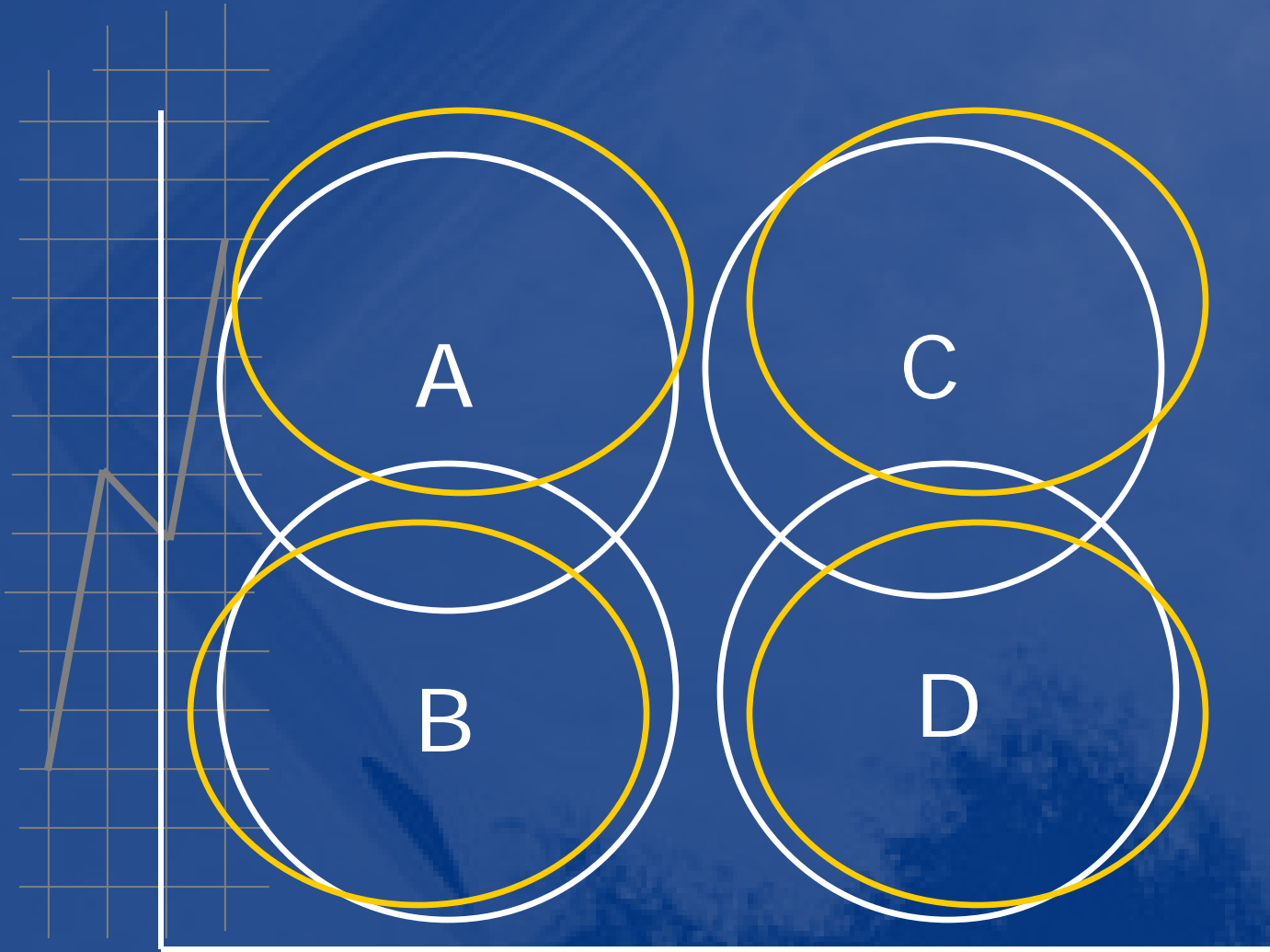




- Have in stock what I want
- Value my time
- Sell me value
- Visual merchandising
- Have professional help



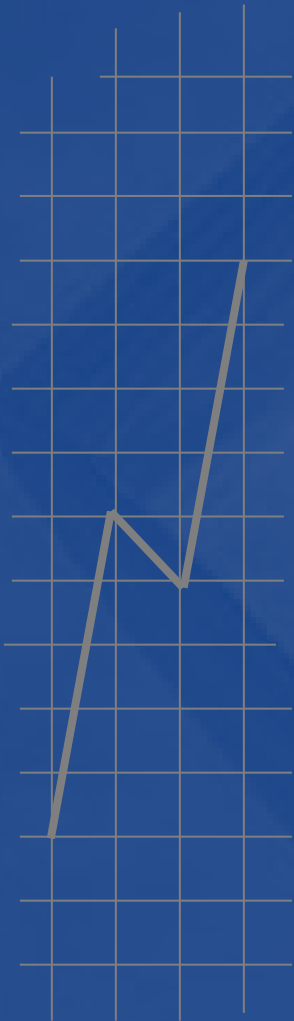




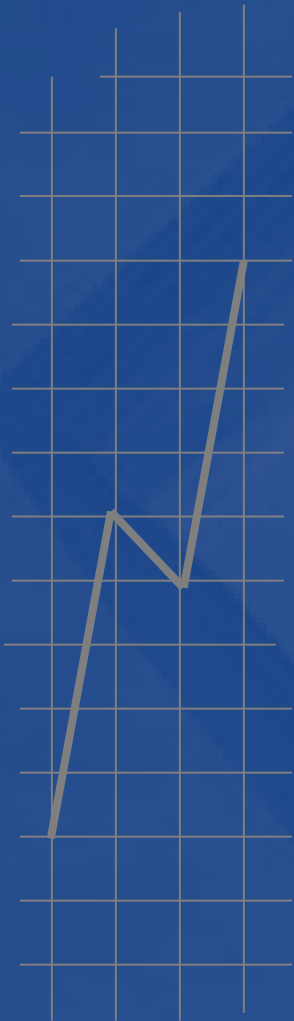
www.profitsplus.org What territory can you claim?



- Who is your “A” business? Defend
- Who is your “B” business? Offense
- Who is your “C” business? Flanker
- Who is your “D” business?
Guerilla
- Where should your business be?



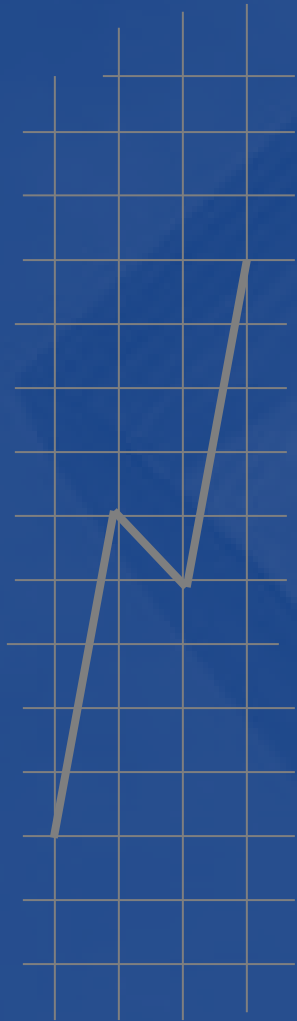
- Who is the/a
- Fast food defender
- Fast food offense
- Fast food flanker
- Fast food guerrilla



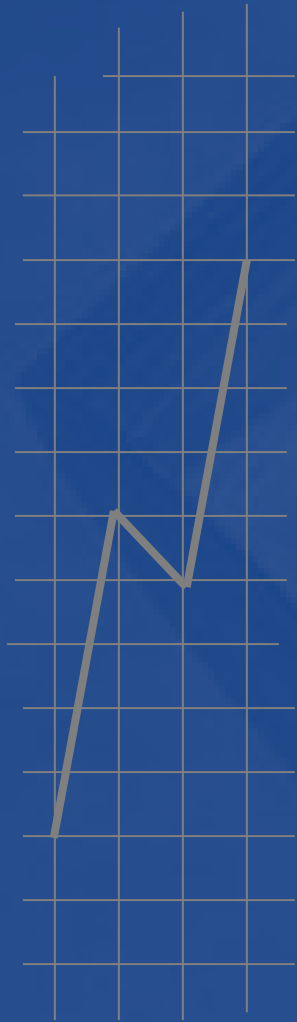
- For the fast food providers, determine a tactic to:
- Defend
- Attack
- Flank
- Guerrilla attack

- When a sales rep calls on you...
- Is this an "Oh no, not again?"
- Or, "Here is our partner that does not get a paycheck!"



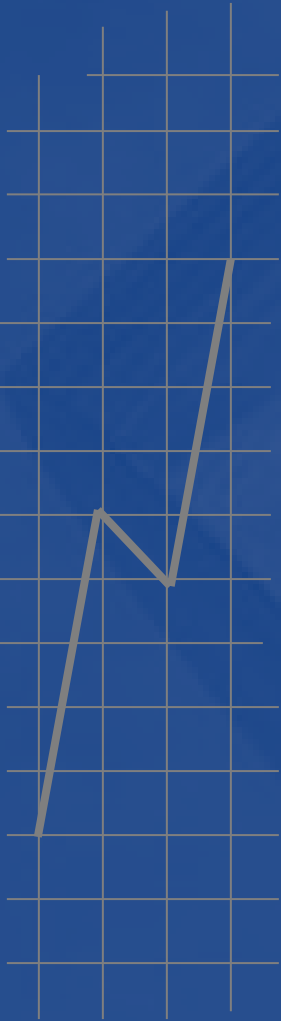


- As a flanker or guerilla, what can you do that they can't
- Promote
- Offer value
- Offer quality
- Have an educated staff
- Love your customers
- Conduct offensive warfare
- Enjoy the business

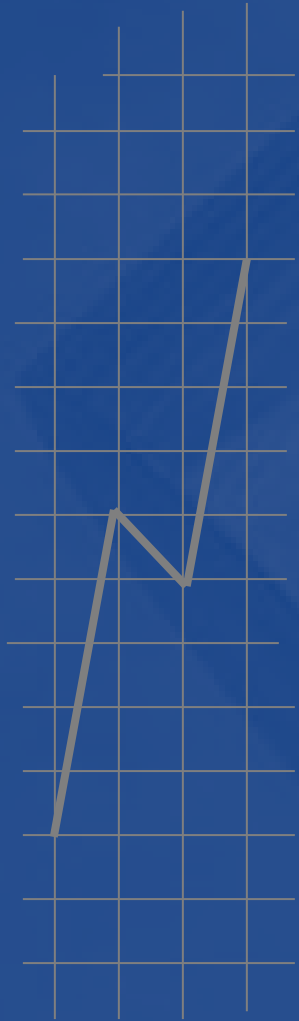


- And a year from today,...
- Sales increase?
- Gross margin increase?
- Customer count up?
- Employee turnover down?
- Customer survey improved?
- Average line count?
- Average ticket size?
- Personal productivity increase?
- Any other goals?

- A sample customer service survey
- What one thing could we do to make it easier for you to do business with us?



Closing Points



Shay's Way



Attitude Will Determine Business Success

by Tom Shay

There is an ad that has appeared in many of the financial magazines. Do you remember seeing the ad with two people sitting on a bench, both reading a book? The woman is reading one about becoming a wealthy person. The man is reading the book titled, "I am happy."

While not remembering which of the money-market firms the ad was promoting, the gist of its ad was to ask, "Which of the two people would you like to be?" Today, we are taking that comparison and asking you to move it into your business and ask yourself several questions.

In trying to locate the person who is achieving, as compared to the one who is always struggling, it has been my experience that there are several obvious signs to customers as to which type of person owns the business. It shows in the ways they talk to their customers and their employees. It shows in the ways they service their customers, both in routine transactions and with customers registering complaints.

When stopping these business owners or managers to ask questions, it is fascinating and most enjoyable to watch and listen to them as they tell you about their businesses. Victoria Neal, in an issue of *Entrepreneur* magazine, stated there are five signs that can help you tell if you or the person you are talking to is an optimistic entrepreneur.

They have a clear vision of what they want to achieve. If you visit the offices of these optimists, you will probably see a list of items to be achieved. You may even see that several of the items have been checked off, indicating they have been completed.

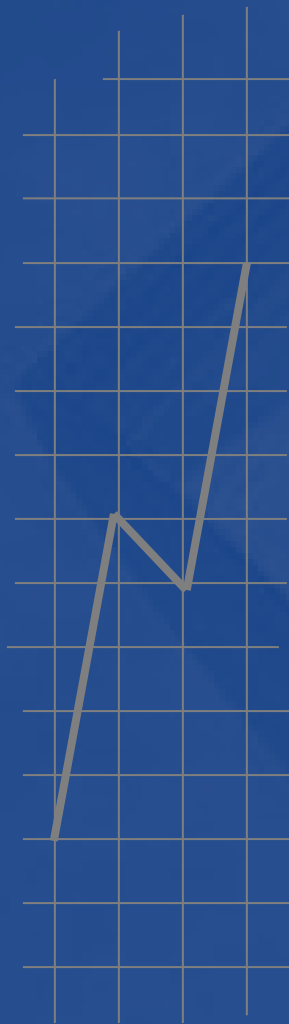
In talking with these individuals, they can enumerate what they want to achieve. They often brag about their employees, a new product or service they now offer, or just how they see progress in their efforts to achieve their goals.

Continuing with the list from *Entrepreneur*, if we are able to observe these people in action, we would find that they spend more than 50 percent of their time working toward achieving that vision.

Jack Rice, an industry speaker and consultant, was a frequent visitor to my business for many years. What I most remember are his comments about the progress we were making in our business. He would tell us we were being proactive instead of reactive to situations.

- You can get our free monthly newsletter, the e-ret@iler as well as an invitation to the monthly e-ret@iler conversation with industry experts.
- Text PROFITSPLUS to 22828





***Even if you are on
the right track,
you'll get run over if
you just stand
there.***