

Hitting the Confectionery Sweet Spot at Retail



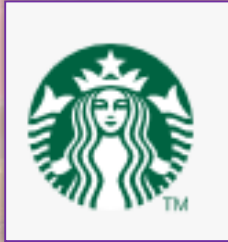
Brian E. Gracon

**President, Brian Gracon &
Associates, Inc.**

Author, *Meconomics*[®] 101

Why Are You Here?

- To learn about:
 - Why people buy what they do
 - Strategies to help you fight the “retail apocalypse”
 - Techniques you can use in your marketing, selling and staffing



~~RETAIL~~ ~~APOCALYPSE~~



GNC
LIVE WELL

**HOBBY
LOBBY**

SALLY BEAUTY



~~RETAIL~~ ~~APOCALYPSE~~

EVERY SEASON STARTS AT
DICK'S
SPORTING GOODS.

TSC TRACTOR
SUPPLY CO.

7-ELEVEN.

GET IN THE ZONE[®]

AutoZone[®]

SportClips
HAIRCUTS

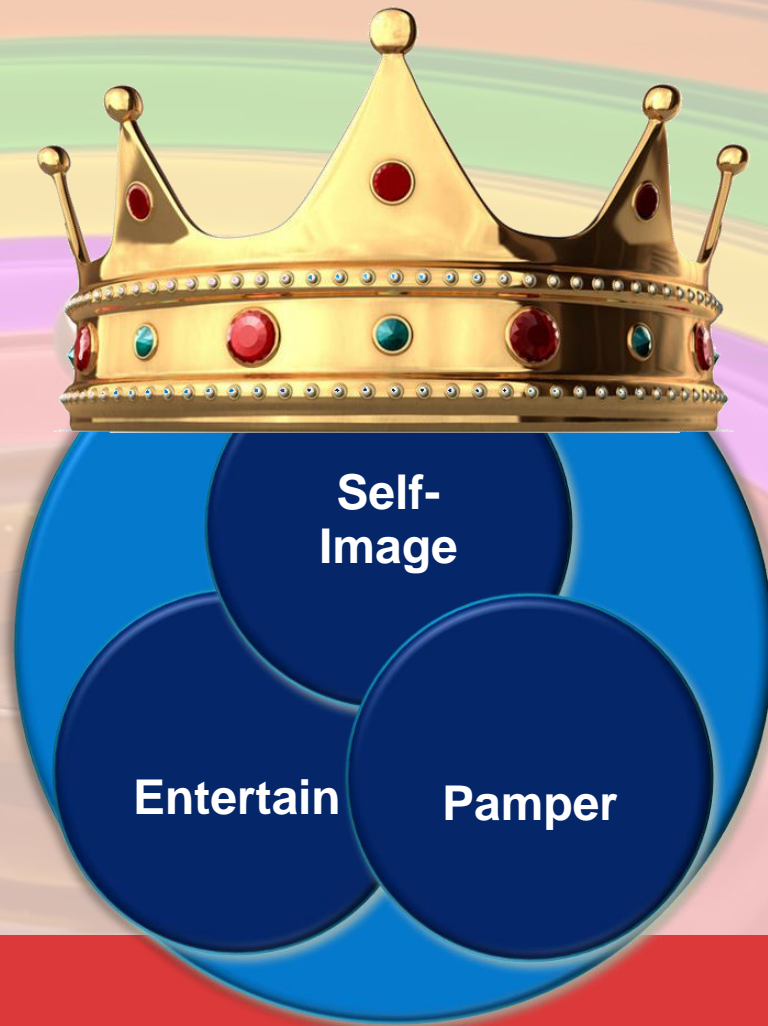
NCA National Confectioners Association
sweets
EXPO &
snacks



How Are They Doing That?



Three Powerful Strategies



Meet Kayla

- Kayla's Kupboard
 - Gourmet Olive Oils, Vinegars and Chocolates



Key Self-Images



Marketing @ Kayla's Kupboard

- Self-Image

- I deserve it: Yes, you do!
- Trend-setter: Health benefits, event tasting stations
- Unique: Personal preferences
- Do-it-yourself: In control: experiment!

Marketing @ Kayla's Kupboard

- Entertain

- Discover, enjoy sampling
- Entertainment incentives
- Expert pairings advice
- Delight your guests *when you entertain*
- “Salad with Kayla” parties

Marketing @ Kayla's Kupboard

- Pamper

- Gourmet quality you and your guests deserve!
- Satisfy your *wants*
- Treat yourself
- Get exactly the right flavors – no compromising!
- Concierge service

Selling @ Kayla's Kupboard

- *Enjoyable and Simple* sales process
 - Featuring “Discovery”
- Samples, and the best first
- Every change: will it make the experience more fun for the customer?
- Easy gifting

Staffing @ Kayla's Kupboard

- Match your customer and staff Self-Image profiles
- Interview questions
 - Interact with target self-images?
 - Made shopping fun for customers?
 - Made customers feel special?
- Training: Self-Image, Entertainment, Pampering

3 Immediate Solutions

- Customer base → Self-Image audit
- Staff self-image audit → hiring, training, coaching
- Sales process → Entertain? Pamper?

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brian@meconomics101.com
404-771-3405



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*"If you want to fundamentally transform your approach to marketing, sales, and business management, Meconomics® is an indispensable guide to happier customers and higher profits."
—Laura Adams, author of Money Girl's Smart Moves to Grow Rich*

Meconomics® 101

16 Ways to Improve Your Marketing, Selling and
Business Management for Today's Consumers



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