

How did restaurant sales grow 4-6%/yr., day spa and nail salon sales grow 6+%/yr., Disney revenues increase 7-8%/yr., Starbucks sales grow 10%/yr., and BMW and Mercedes sales grow 10+%/yr., *even during the recession?*

Three strategies are the foundation for growth like this:

1. Enhance the customer's Self-Image
2. Entertain the customer.
3. Pamper the customer.

## Building Competitive Advantage Skills

### 1. Marketing (i.e., Why?)

- a. Self-Image Types: Intriguing, Deserving, Be Noticed, An Individual, Have Potential, Trend-Setter, DIY.
- b. What Self-Image Marketing do you currently do? \_\_\_\_\_  
\_\_\_\_\_
- c. What Self-Image marketing can you add to your business? \_\_\_\_\_  
\_\_\_\_\_

d. What adjustments can you make to add Entertain marketing to your business?

Materials	Adjustments
1. Tagline	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
2. Website and social media sites	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
3. Customer shopping experience	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
4. Customer incentives	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

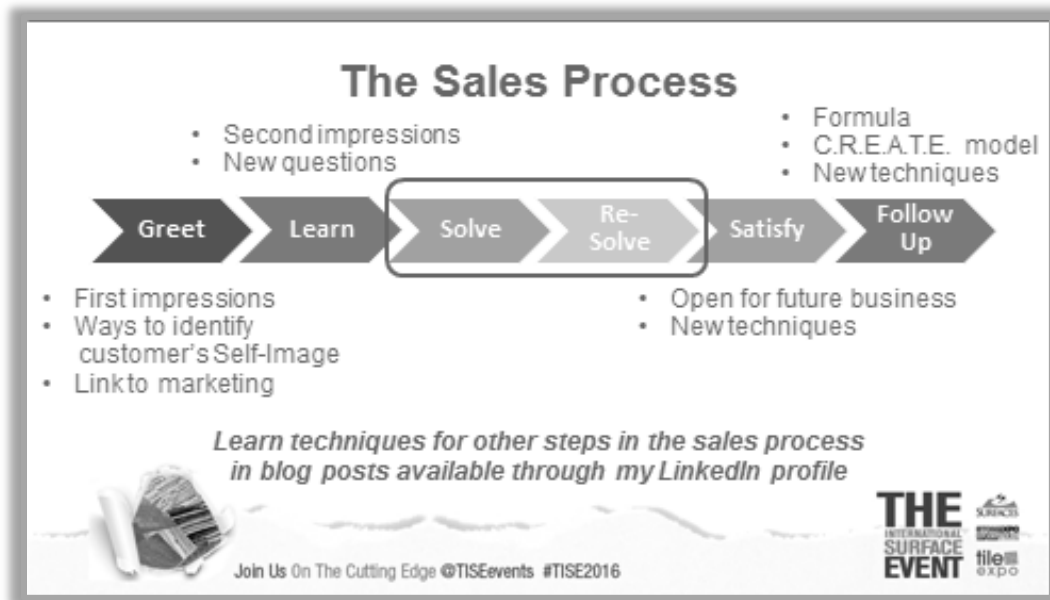
e. What adjustments can you make to add Pamper marketing to your business?

Materials	Adjustments
1. Tagline	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
2. Website and social media sites	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
3. Customer shopping experience	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
4. Customer incentives	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

f. Marketing strategy check

Marketing Campaign	Meconomics® Strategy
Benihana restaurants implore you to "Experience Benihana."	<input type="checkbox"/> Self-Image <input checked="" type="checkbox"/> Entertain <input type="checkbox"/> Pamper
Ulta® Beauty asks "Why should hair be one-dimensional when you're not?"	<input checked="" type="checkbox"/> Self-Image <input type="checkbox"/> Entertain <input type="checkbox"/> Pamper
Mercedes helps you "Set your soul free."	<input type="checkbox"/> Self-Image <input type="checkbox"/> Entertain <input checked="" type="checkbox"/> Pamper

2. Selling (i.e., What?)



There's no "I" in TEAM, but there is a "ME" in CUSTOMER! More than ever, benefits are about customer wants and needs.

a. Benefits Practice

Statement	Feature?	Benefit?	New Benefit Statement
_____ _____ _____	( )	( )	Strategy: _____ Statement: _____
_____ _____ _____	( )	( )	Strategy: _____ Statement: _____
_____ _____ _____	( )	( )	Strategy: _____ Statement: _____

b. Re-Solve

Solve again (not "handle objections"). Which benefits have you missed?

Concern	Strategy?	New Solution
_____ _____ _____	( ) Self-Image ( ) Entertain ( ) Pamper	Question to Clarify: _____ Solution: _____ _____
_____ _____ _____	( ) Self-Image ( ) Entertain ( ) Pamper	Question to Clarify: _____ Solution: _____ _____
_____ _____ _____	( ) Self-Image ( ) Entertain ( ) Pamper	Question to Clarify: _____ Solution: _____ _____

### 3. Managing (i.e., How?)

a. Hiring

Target Customers	Staff Composition	Where We Should Look for Candidates
<p>_____ % Self-Image</p> <p>_____ % Entertain</p> <p>_____ % Pamper</p>	<p>_____ % Self-Image</p> <p>_____ % Entertain</p> <p>_____ % Pamper</p> <p>Therefore, we need to hire more:</p> <p>_____ % Self-Image</p> <p>_____ % Entertain</p> <p>_____ % Pamper</p>	<p>Self-Image</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Entertain</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Pamper</p> <p>_____</p> <p>_____</p> <p>_____</p>

b. Coaching



Strategy	Skill	Observed?	Corrective Action
Self-Image	State the Self-Image benefits of the proposed solution.	( ) Yes ( ) No	Ask the salesperson to review your training about the Self-Image strategy and benefit statements. Ask her/him to practice telling you the Self-Image benefits of your top sellers.
Entertain		( ) Yes ( ) No	
Pamper		( ) Yes ( ) No	

**6** You Said “**16 Key Business Practices**”!

- Marketing
  - Brands
  - Tech-Savvy Customers
- Selling
  - Greeting
  - Learning
  - Satisfying
  - Following-up
- Managing
  - Audits
  - Training
  - B2B

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**Thank You!**

This concludes The American Institute of Architects Continuing Education Systems Course

**Questions?**

**Speaker Contact Information:**

 **Brian Gracon**  
Brian Gracon & Associates, Inc.  
[www.traininggetsresults.com](http://www.traininggetsresults.com)  
[Linkedin.com/in/hirebriangracon](https://www.linkedin.com/in/hirebriangracon)  
[graconassociates@etcmail.com](mailto:graconassociates@etcmail.com)  
(404) 771-3405

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