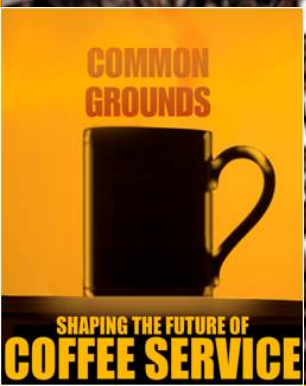


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Let's Not Complicate a Good Thing

“It's all about the
experience.”



Rick Leffke; R.C. Leffke & Associates, Inc.

There is a fundamental change going on in the very fabric of our modern economy...

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You are what you charge for... And if you're competing solely on price, then you've been commoditized, offering little or no true differentiation. What would your customers really value? Better yet, for what would they pay a premium? *Experiences.*

- Tom Peters

Immediately upon arriving in Venice, Italy, a friend asked where he and his wife could go to enjoy the city's best. Without hesitation they were directed to the Café Florian in St. Mark's Square. The two of them were soon at the café in the crisp morning air, sipping cups of steaming coffee, fully immersed in the sights and sounds of the most remarkable of the Old World cities. More than an hour later, our friend received the bill and discovered the experience had cost more than \$15 a cup. Was the coffee worth it, we asked? "Absolutely", he replied.

- Excerpt from "The Experience Economy"

Joseph Pine and James H. Gilmore

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The economic value defines the way people buy

...there have been different levels of
economic value

throughout time...

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There were commodities

Extracted from the ground and sold on the open market.

Coffee
Wheat
Minerals
Corn

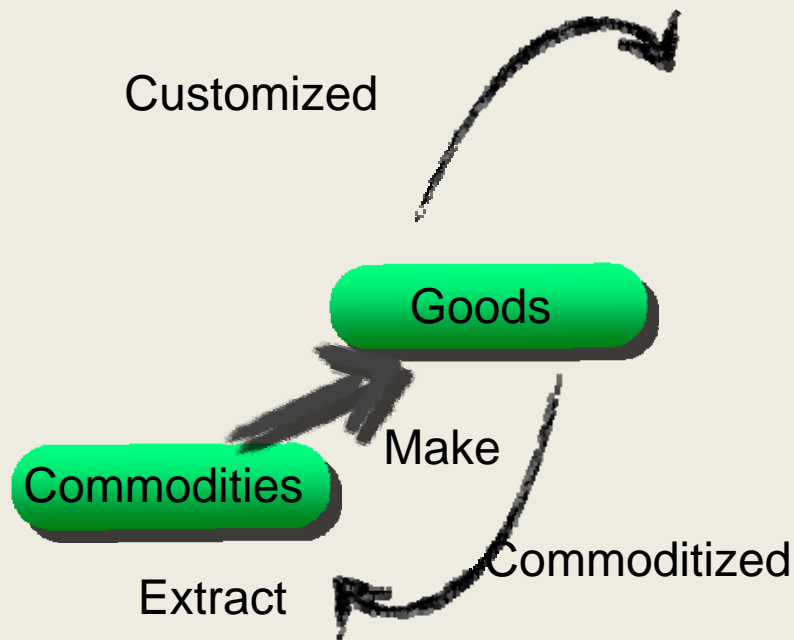
Commodities

Extract

It was the basis of an agrarian economy for over a millennium

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The Industrial Revolution -

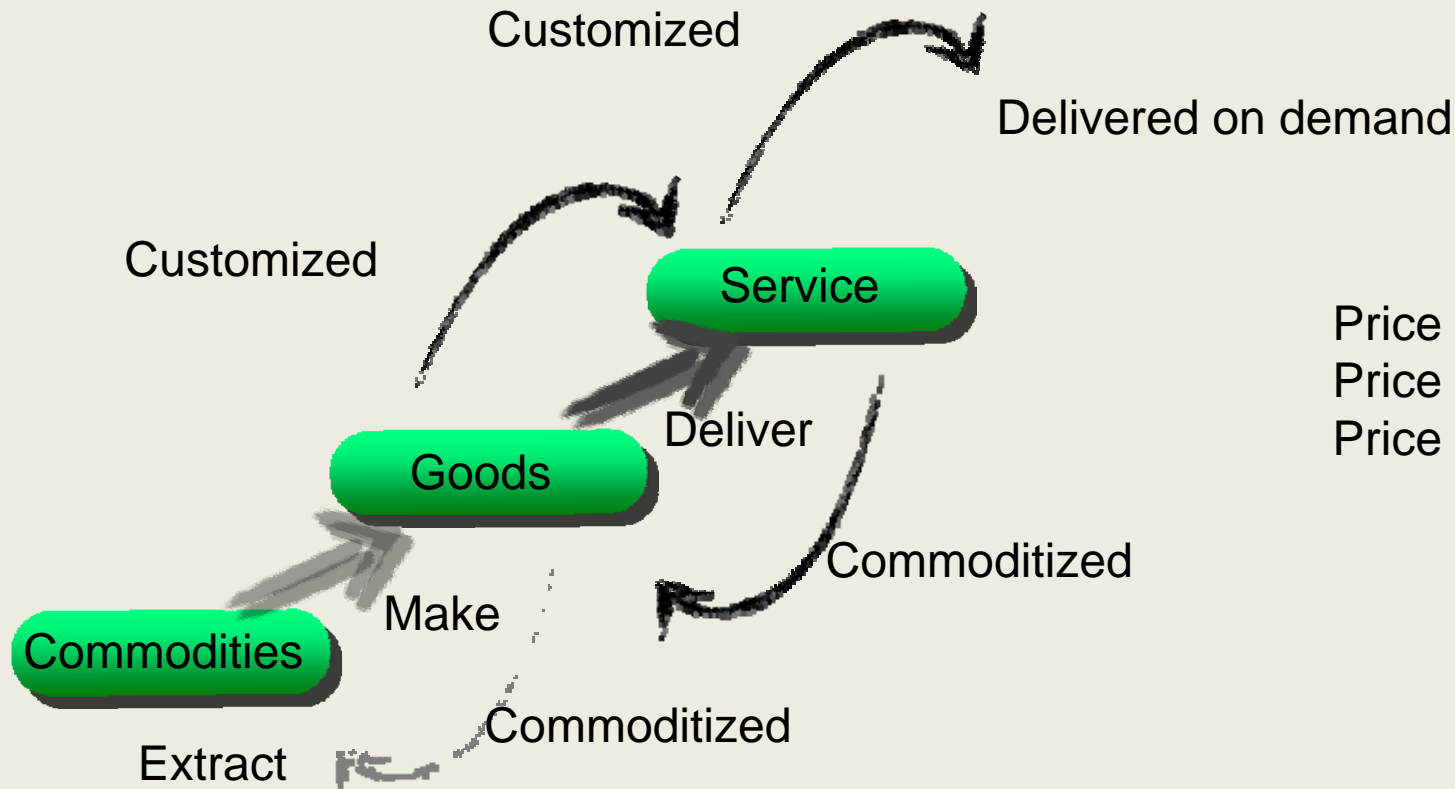


Commodities were turned into goods

Price
Price
Price

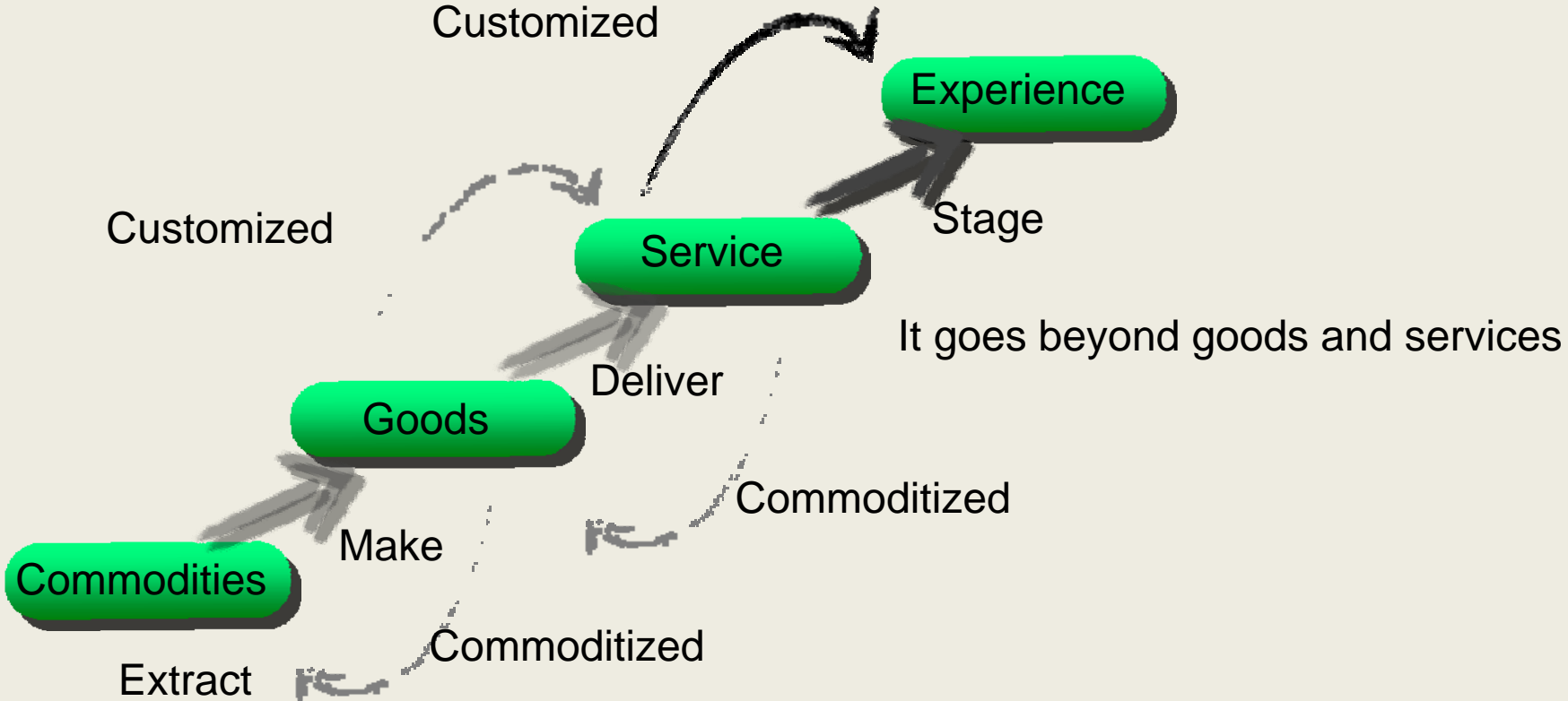
The Service Era -

A customized good



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New level of economic value...



Authenticity

Economic Output

Business Imperative

Consumer Sensibility

Experience

Render

Authenticity

Service

Improve

Quality

Goods

Control

Cost

Commodities

Supply

Availability

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Polonius to his son Laertes

This above all: to thine own self be true,
And it must follow, as the night the day,
Thou canst not then be false to any man.

- William Shakespeare

Two Dimensions of Authenticity for Businesses

Is what it says it is

Real Fake

Real Real

Universal City Walk

Is NOT what it says it is

Fake Fake

Fake Real

Disney

Is NOT true itself

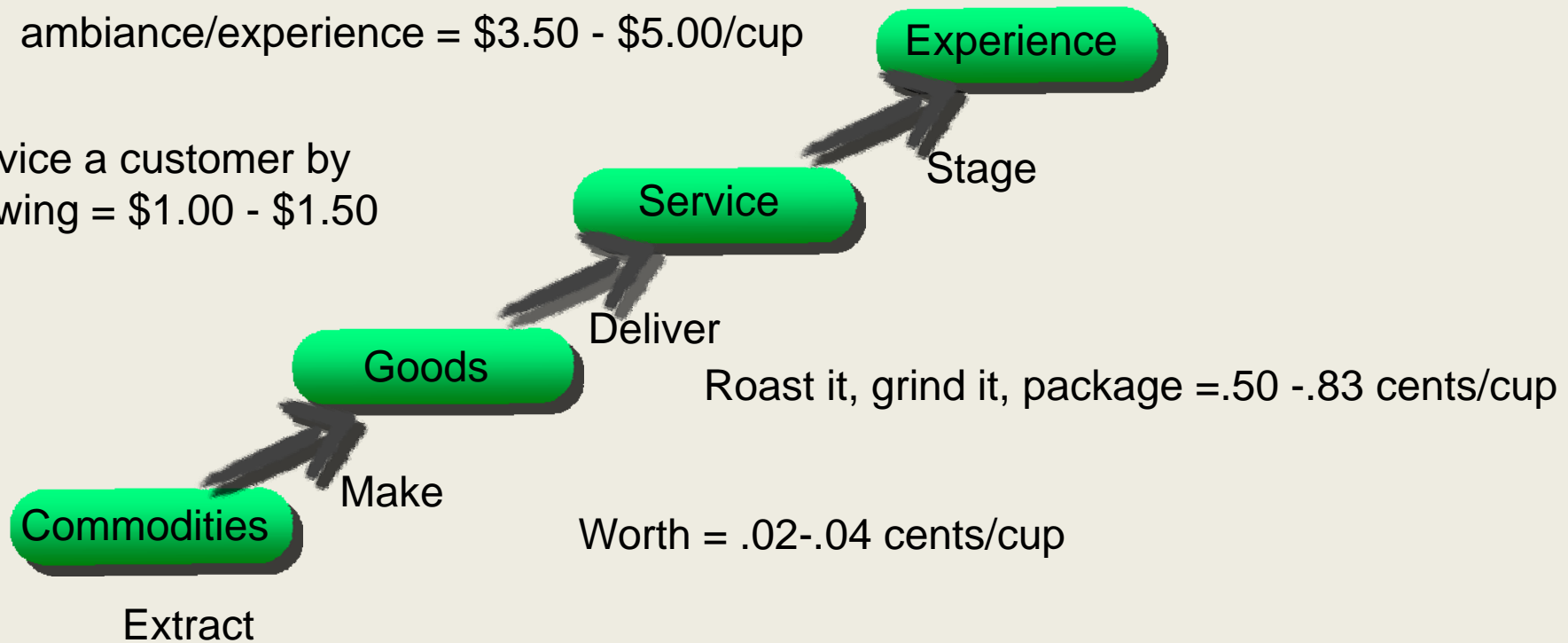
Is true to itself

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The Coffee Bean

Surround it with the
ambiance/experience = \$3.50 - \$5.00/cup

Service a customer by
brewing = \$1.00 - \$1.50



Starbucks

- Starbucks is really selling “your coffee, your way.”
- They are very dependent on their employees’ ability to connect with customers, listen to their needs, and then customize the product and service to meet these needs.
- They attentively craft the coffee to your particular specifications, and then “voila” - they write your name on the cup and call your name.
- The experience is all yours.
- When you want to experience it.

It's the value that the experience holds for the individual that determines the worth of the offering and the work of the business.

- Tom Peters

For Business...

- Don't say your authentic unless you are authentic.
- Easier to be authentic if you don't say you are authentic.
- If you say you are authentic you better be authentic.

For the consumer...

- What will make us happy is spending our time and our money satisfying the desire for authenticity.

There is a fundamental change going on in the very fabric of our modern economy...

The way we sell is changing...

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Selling/Educating

- Your business and results change when you stop worrying about what you're doing in the sales process and focus on who you're being.
- People buy for their reasons on their timeline, not yours.
- The more you focus on your customer's experience, the more likely you are to meet your own needs and wants.

5 Keys to Ensure the Experience

- Design and deliver the intended experience.
- Train people to build value and loyalty
- Design support systems for nimble service experience.
- Continually re-visit your buying experience.
- Measure experience on loyalty and profitability.

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“It’s all about the experience.”

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