

NAMM[®] | U



Grow Your Business

15-ish ways to Deliver Mind-Blowing Customer Experience

Leslie Faltin - Instrumental Music Center, Tucson, Arizona

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Grow Your Business

**Your customer's
experience is the only
chance you have to
differentiate yourself from
your competition.**

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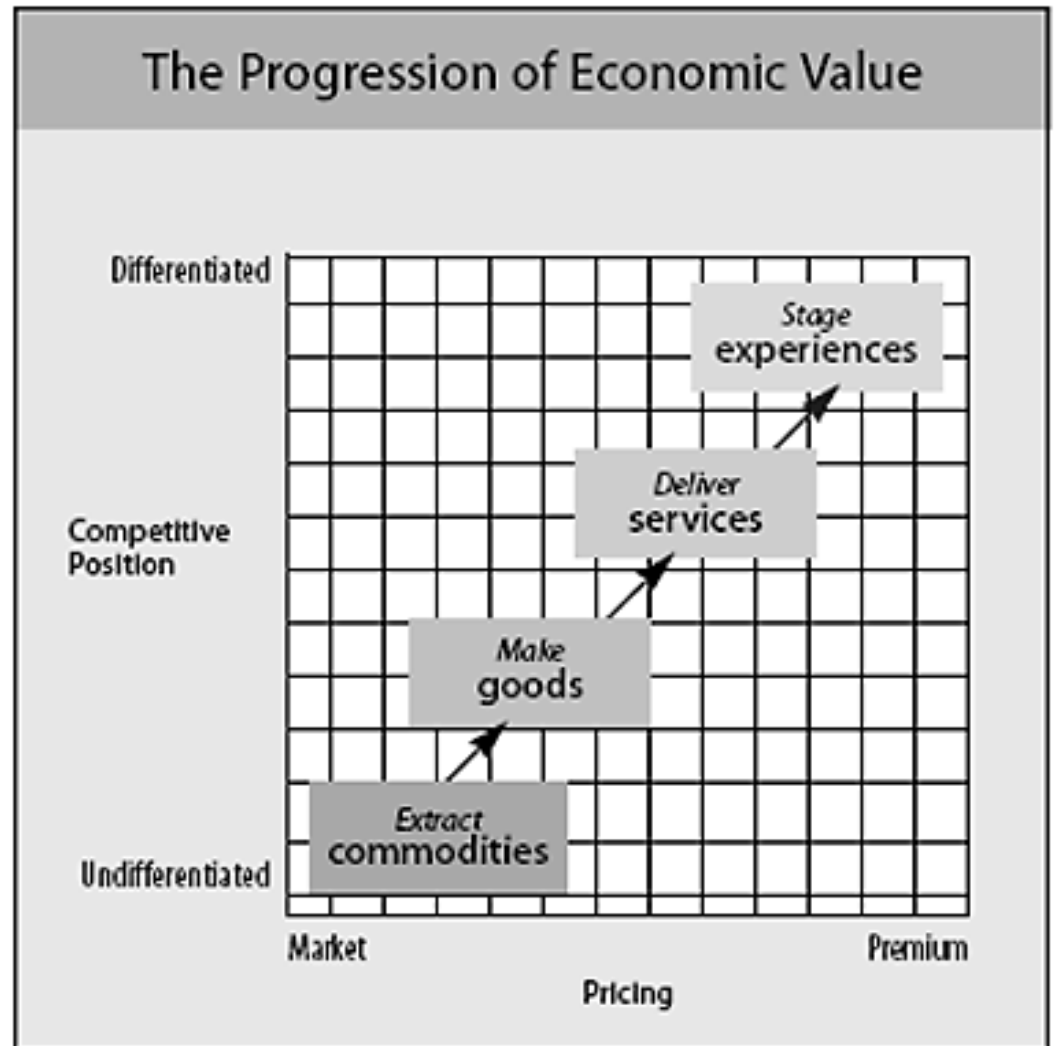


Grow Your Business

Welcome to the Experience Economy

HBR: 1998

“As services/goods... increasingly become commoditized... experiences have emerged as the next step in what we call the *progression of economic value*.”



Chez Alain Miam Miam



Competitive
Position

Milk and Meat
Commodities



Cheese and
Lunch Meat
Goods



Sandwich
Services



The Best
Sandwich in the
world, at an
adorable, historic
outdoor market in
Paris France
Experiences



Pricing

In 2017 ...
people aren't just
choosing travel
(experience) over
goods ... they are
even choosing
vacation spots based
upon potential social
media 'likes'.

(ScienceDirect.com)



Think about *your* bad experiences ...

- ↓ Restaurant you will never try again.
- ↓ Ever been treated poorly by an airline?
- ↓ Ever tried to cancel your cable/phone company?
- ↓ Had a line of credit 'called in' by your bank?

When you think of these things ... do you want to try that company again?

I don't ...

Think about *your* good experiences ...

- ❖ Your favorite 'date night' restaurant.
- ❖ That vacation spot that you like to reminisce about.
- ❖ Your favorite clothing store, where you can always find something cool.
- ❖ Your favorite market.
- ❖ For me, it's Mesquite Valley Growers ...

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Grow Your Business

- ❑ Experiences matter more than ever
- ❑ Customers will pay a premium and seek you out for a great experience
- ❑ It's difficult to get personal experiences online

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Grow Your Business

Your store is a stage for the experience.

- Tell your customers they are in the right place.
- It must be an inspiring place to be.
- Use price tags - (almost) nobody likes haggling.
- Have the right stuff, get rid of the wrong stuff.

- ❑ Tell your customers they are in the right place.





❑ It must be an inspiring place to be.

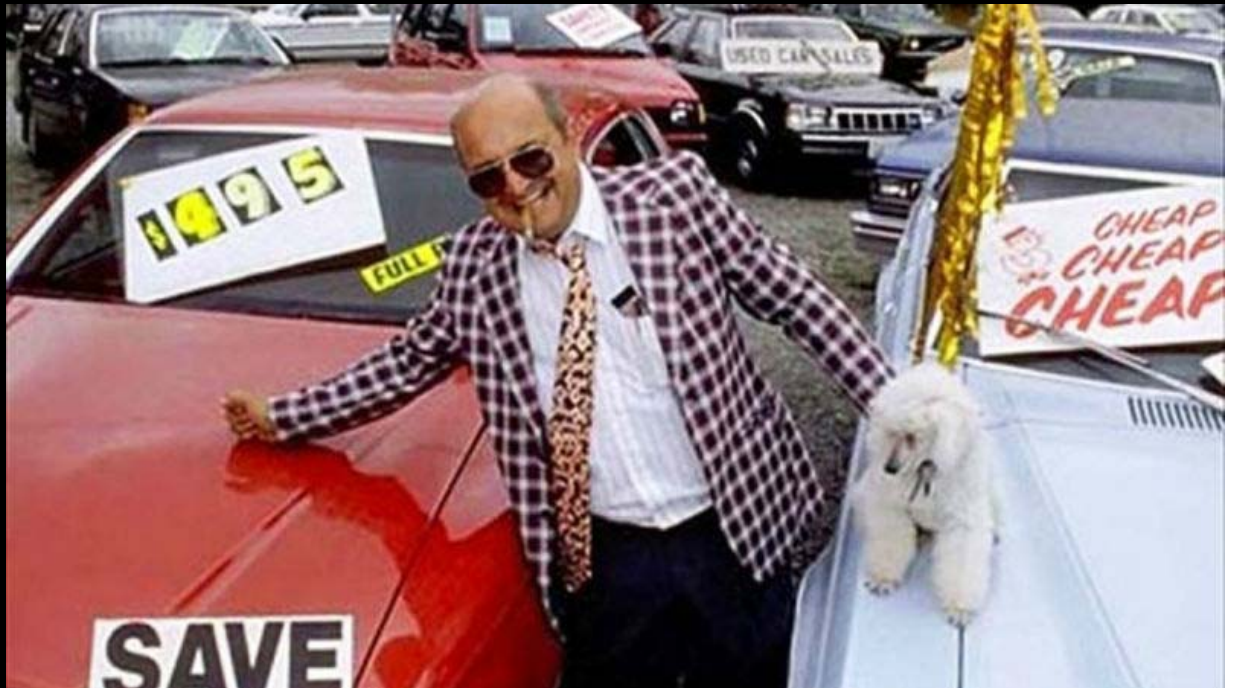


❑ Use price tags - (almost) nobody likes haggling.

Many would rather text or swipe than talk. Conflict avoidance is a new norm ...

Would they choose to ask how much something is, get the hard sell, dicker for a better price, walk out, get called again and again ...

OR- just buy it on the internet knowing if they didn't like it, they could just send it back?



❑ Have the right stuff, get rid of the wrong stuff.



“If you’ve had it in your store a year, you’ve already lost as much as it originally cost you ... so get rid of it at any price”
Alan Friedman, FKCO
Accounting

Your staff is your Cast

- Hire for personality.
- Training, training, training.
- No commission ... culture of helping.
- Give them a reason to choose your store.



□ Hire for personality.



☐ Training, training, training



2017 IMC All Staff Training Schedule

Date	Main Topic
3-Jan	NAMM Plan - Give Categories
17-Jan	No Training - NAMM!!!!!!!!!!
31-Jan	NAMM Recap Training
14-Feb	Look at New Shop! Take Staff Over.
28-Feb	Sales Training w/ Faltin
14-Mar	Woodwind Mouthpiece Training - Keeling
28-Mar	Contact Management - What is it?!
11-Apr	Keyboard Training - Brian/Keeling
25-Apr	Brass Mouthpiece Training - Varney
9-May	Yamaha Woodwind Training
19-May	Maple Leaf String Training
23-May	Woodwind Training - Keeling/Richard/Weiss
6-Jun	Woodwind Sales Training - Keeling/Weiss
20-Jun	Drumsets! Hardware! What is that?
18-Jul	Rental Season - Leslie
1-Aug	Rental Season - CFSD New Contracts?
29-Aug	Rental Season Recap
12-Sep	Electric Bass Training
	Folk Instrument Training - Tuning/Chords/Basic Varieties
26-Sep	
10-Oct	Computer Search
24-Oct	Repairs?
7-Nov	Amp Training!!! - Prep for Nov.
21-Nov	Rummage! NAMM! Sales-Holiday Buyers

❑ Training, training, training



MUSiTECH
THE AIMsi ACCOUNTING &
TECHNOLOGY WORKSHOP
**New York New York Hotel & Casino,
Las Vegas, Nevada**

**Guild of American Luthiers
22nd Convention/Exhibition
July 19–23, 2017
Tacoma, Washington
Pacific Lutheran University**

❑ No commission ... culture of helping.



☐ Give them a reason to choose your store.



□ Give them a reason to choose your store.



Michael Chico shared Instrumental Music Center, Tucson's photo.

January 23, 2016 · 1

I'm extremely grateful to be a part of this team! Sure, it's cool to "be around guitars and musical instruments all day" but do you know what else is cool? When someone leaves the shop with a smile on their face because they just bought their FIRST guitar/new saxophone/got that sheet music they were looking for/new drum kit/instrument rental/new trumpet/violin/viola/instrument repair/PA system/microphones/cables/headphones/instrument cleaning supplies etc.

And because IMC makes the buying experience an adventure instead of a hassle, we get to say IMC is #1 for customer service.

I've never been more happy to work anywhere before.

And I'm a little jealous of our customers because I'll never get treated as well at any other music store in Tucson lol.

Thank you, [Leslie](#), [Santander](#), [Phil](#) and [Matthew](#) for all the guidance and the opportunity to work somewhere cool for once. 🙌



Enable your Cast to help your Guests

- Let the phone go.
- Be an example.
- Make things simple.
- Set your staff up for success.

Let the phone go.



**YOU ARE
THE MOST
IMPORTANT
PERSON IN
MY LIFE**

□ Be an example.

SETTING AN EXAMPLE

is not the main
means of influencing
others; it is the
ONLY MEANS.

- ALBERT EINSTEIN

“PEOPLE MAY
DOUBT
WHAT YOU SAY,
BUT THEY WILL
believe
WHAT YOU DO”

~LEWIS CASS

❑ Make things simple.



```
A problem has been detected and Windows has been shut down to prevent damage
to your computer.

The problem seems to be caused by the following file: kbdhid.sys

MANUALLY_INITIATED_CRASH

If this is the first time you've seen this stop error screen,
restart your computer. If this screen appears again, follow
these steps:

Check to make sure any new hardware or software is properly installed.
If this is a new installation, ask your hardware or software manufacturer
for any Windows updates you might need.

If problems continue, disable or remove any newly installed hardware
or software. Disable BIOS memory options such as caching or shadowing.
If you need to use safe mode to remove or disable components, restart
your computer, press F8 to select Advanced Startup Options, and then
select Safe Mode.

Technical Information:

*** STOP: 0x000000e2 (0x00000000, 0x00000000, 0x00000000, 0x00000000)
*** kbdhid.sys - Address 0x94efd1aa base at 0x94efb000 DateStamp 0x4a5bc705
```



□ Set your staff up for success.

IMC Statement of Philosophy

Sales are a by-product of developing meaningful relationships with our customers. It is our goal to educate and prepare ourselves so that we can serve the needs of our patrons beyond their expectations.

★ Customers are greeted appropriately upon entering.

★ We strive to find ways to interact with the customer in a non-aggressive manner

★ Determine and achieve the "Next Step" in satisfying the customer

★ Use the business cards. We have blank ones in case you run out or don't have any.

★ Bid the customer farewell upon their departure

The music business, and especially OUR music business is built upon "Relationship Selling". We rely on referrals and "word of mouth" advertising. This only succeeds when we treat our customers well, with honesty, integrity and knowledge. **This combined with superior sales skills will make our store grow and continue to be an**

exciting place to be. Individual excellence will also be rewarded with appropriate pay levels.

Simply put, we should:

- ☒ Greet the customer
- ☒ Ask how we can help/ Determine the customers needs.
- ☒ Answer the questions/ Find the products
- ☒ Show additional products to educate/ plant seeds for future purchases
- ☒ Complete the transaction? Offer a business card
- ☒ Bid a temporary farewell

Initial greeting of customers:

In following that "the relationship with the customer is more important than the sale", we greet our customers with a more personal greeting. Some good examples are:

Hi folks, how are you doing today?

That's got to be the biggest cowboy hat I've ever seen!

What a pretty baby!!

Looks like you guys just beat the rain.

3



Show your Guests a good time

- Selling happiness.
- Rock special orders.
- Give advice, recommendations ... you are their BFF.
- Celebrate with them ... make it memorable.



IMC sells happiness

Instrumental Music



Selling happiness.

WE DON'T SELL GUITARS



**WE SELL THE DREAM
OF PLAYING THE GUITAR**

imgflip.com



IMC rents potential

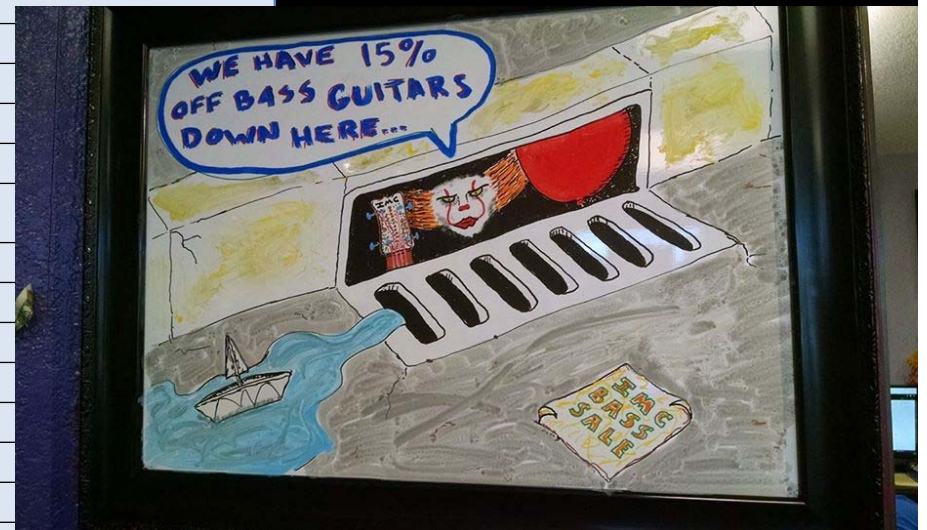
Instrumental Music



2018 IMC Monthly Sales & Events

Month	Sale Title/Desc.	Event Title/Desc.	Event Date
January	"Rental Special"		
		UA Clarinet Day	1-14-18 at UA
		UA Oboe Day	1-6-18 at UA
February	"Electric Bass/Guitar Month"		
March	"Orchestra Month"	Tucson Fest of Books	
April	"Acoustic Gtr Month"	Rummage Sale	
		Guitar Roadshow??	
		Graduate to Yamaha	
May	"May Brass Month"	Mid-Low Brass Roadshow?	
June	"Woodwind Month"	Clarinet Roadshow?	
July	"Drum Set/ Head Month"		
August	"Amp/Pro Audio Month"		
September	"Keyboard Month"		
October	"Repair Month"	Halloween Costume	
		Step Up To Yamaha	Q4
November	"Folk Month"	Rummage Sale	Black Friday 2018
December	"Sheet Music Month"		

☐ Selling happiness.



❑ Rock special orders.



Instrumental Music Center, Tucson

...

October 7, 2016 · 🌐

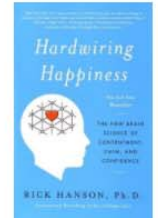
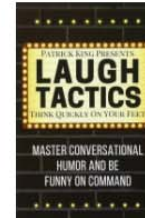
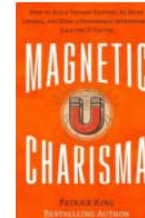
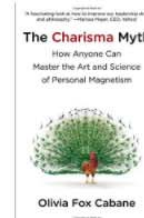
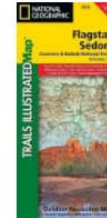
IMC was chosen to help with a very special order. A father purchased a set of Adams timpani to honor his son, Trevor, who passed away too soon. This \$30k donation will be on it's way to [Corona del Sol High School](#) where Trevor was a student.



☐ Give advice,
recommendations
... you are their
BFF.



Recommendations for You, Leslie





📌 Celebrate with them
... make it memorable.



Instrumental Music Center, Tucson

Published by Michael Santander [?]
Page Liked · October 29 · 🌐

This 3 year old fan of marching bands wanted nothing more than to be a drum major and play the tuba this Halloween. Our crafty staff was able to complete her dream with this awesome custom Toddler-Tuba!
#IMCRocks #ThingsTheInternetCantDo #ShopLocal #PrideOfArizona #UofA #TubaRocks #CustomBrassWork — with The University of Arizona Fred Fox School of Music and The Pride of Arizona Marching Band at 📍 Instrumental Music Center, Tucson.

📍 Tag Photo 🏷️ Tag Products ✎ Edit

👍 Like 💬 Comment ➦ Share ⚙️

👍👍👍 268 Top Comments

41 Shares 21 Comments

- Elizabeth Sawicki Campbell Thank you Instrumental Music!! She's working on Jingle Bells at the moment. She loves her mini tuba!
👍👍 6
Like · Reply · Message · 8w
- Candyce Serventi Awe this is so awesome
👍👍 1
Like · Reply · Message · 8w
↳ View more replies
- Erica Bravo The Pride of Arizona will be lucky to have her in 14 years! 😊
👍 1

📍 Write a comment... 🗨️ 📷 📺 📺 📺





☐ Celebrate with them ... make it memorable.

Jason Laczkoski
saxophone

Geraldine Ong, pianist
Anna Draper, violinist

Master Classes:
Saturday, February 14, 2015, 4:00 pm
Sunday, February 15, 2015, 2:00-4:00 pm, Holsclaw Hall

Recital:
Sunday, February 15, 2015
Free admission
Holsclaw Hall
7:00 p.m.



Fun with Brass!

Free clinic/event with world-famous performer: Gunhild Carling

April 6th at 4PM at IMC Speedway
RSVP 733-7334

How do you know you're delivering a memorable experience?



1 week ago

★★★★★ I love instrumental music store. As a former guitar center customer. I've found the staff to be very inviting and friendly where as guitar centers we cold and played a numbers game with me. I'll never shop at guitar center again after shopping and purchasing a peace drum set there. Joshua the assistant manager was very friendly to me. Not judging me and didn't know of my experiences in the LA music scene. I'm not saying I'm this or that because humility is key to success I believe. Trust me I've tried both ways and found humility more rewarding. Nobody's likes a bragger. Thanks Josh for helping me find my way. Sincerely John Dussault.

← REPLY

Anthony Aros

2 weeks ago

★★★★★ Excellent ukulele selection, great staff

← REPLY

Eric Mulkey

2 weeks ago

★★★★★ I came here a couple months ago to pick up some drum heads and things for my kit and was greeted and helped by the most enthusiastic crew ever. Like, EVERYONE who worked there seemed to have a super positive attitude. It was something else! It was a good enough experience for me that when I need more drum gear I'll make a special trip from Bisbee just to go there.

← REPLY

Matthew Crisp


3 weeks ago

★★★★★ Awesome place, never played an instrument, I know nothing about music, staff helped me acquire beginner books, had an awesome attitude and one employee gave me his personal number to ask questions. Ill be coming here for anything I need





Wow'ed customers will make a special trip/effort to return to your store.


Wow'ed customers will recommend your store to others ... leading to more customers that you can Wow.


don't mean for this to sound like a commercial. I only mean to thank you for the atmosphere you have created in that store. I wish my whole life could feel like the times I spend in there. 😊

 August 10, 2016 · Tucson · 🌐

Thank you so much to the nice folks at [Instrumental Music Center, Tucson](#) for keeping the doors open for me when my kiddo reminded me at 7:15pm that he needed a recorder for school tomorrow.

 Like  Comment  Share 

 🤔 Instrumental Music Center, Tucson, Jenna Gromley and 12 others

 **Mik White** Great service at that place. I use them all the time.
Like · Reply · 1y

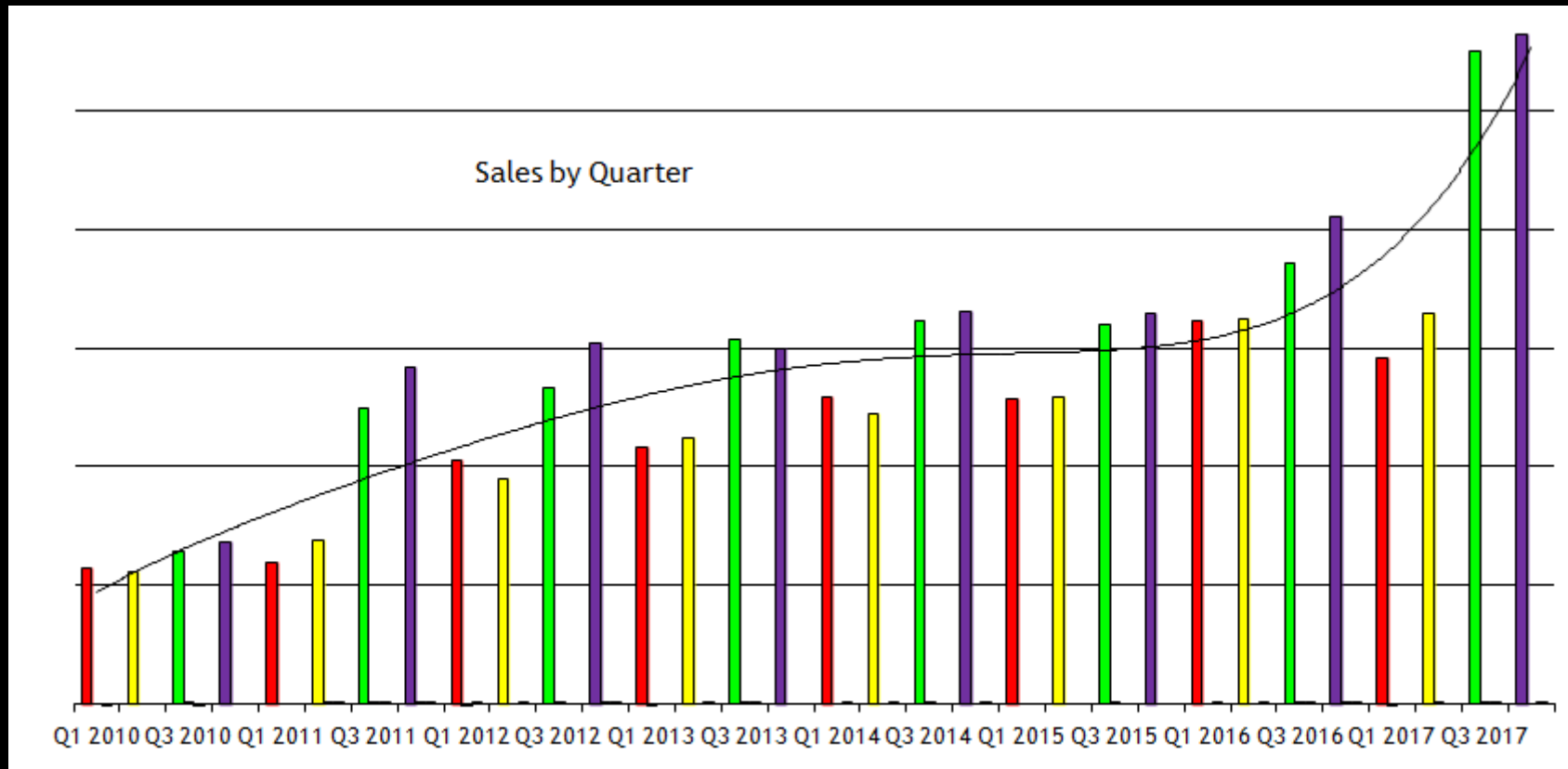
 **Shell Minno**
11 May

I have to apologize that I have forgotten the name of the former Vanguard member who went on to own Instrumental Music in Tucson. But I'm pretty sure you are on here, and I just want to thank you -- we were in the Speedway store tonight, the visit prompted by my youngest son's unanticipated request to learn saxophone. I swear every time I go in that store I end up smiling the entire time! Not just friendly, courteous smiling. I mean the kind where your mood is genuinely elevated and you feel like

I don't know the name of the young man who helped us before. And everyone is always full of enthusiasm, even though they must meet fifty minutes to play their first instrument. We came home so happy, making its first sounds and learning a few things. It was a successful evening in large part because of the staff. I'm sure we had all we needed to get started

tonight, even though we are not hooked up with a teacher yet. Anyway, I don't mean for this to sound like a commercial. I only mean to thank you for the atmosphere you have created in that store. I wish my whole life could feel like the times I spend in there. 😊

More Wow'ed customers = More sales



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Grow Your Business

Mind-blowing customer service is easy to deliver & will set you apart from your competitors!

NAMM® U



Grow Your Business



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