

# Lessons Learned: How Doing Business Now Has Changed for the Better

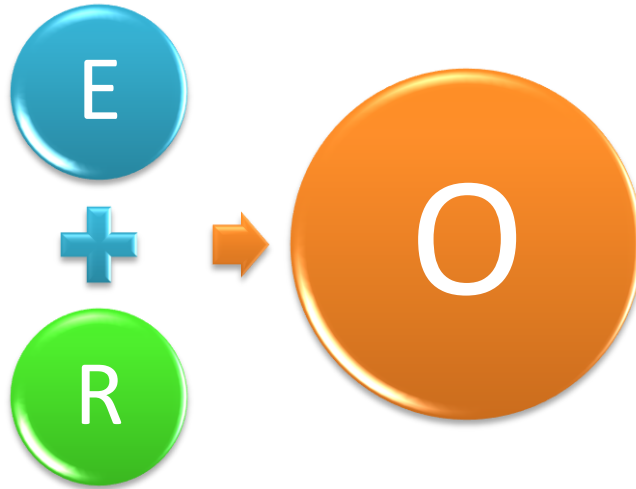


**NAMM UNIVERSITY**  
Breakfast Sessions



*the company*  
**ROCKS**

# Success Formula:



*Created by Jack Canfield*



**BANANAS AT LARGE**



# NAMM UNIVERSITY Breakfast Sessions



WHPaige  
&Company, Inc



**chops**  
percussion

**ENCORE**  
ORCHESTRAL STRINGS

indy**flute**  
shop

the  
**NAMM**<sup>®</sup>  
show **11**



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Effect on Credit -Worthy Customers

Programs Postponed / Purchases Deferred

Customer Habits / Attitudes / Expectations

Cost of Doing Business

Business Partners Change / Change Rules



Raised Our Level of Service to Meet Customer Expectations

Invited Customers Back / Focused on Key Customers / Made it Easier to Do Business

Better Advertising Opportunities / Improved Web Presence

Revised Product Mix / Improved Average Ticket / Focused on Core Product Areas

Improved Vendor Communications

# What's Changed?

Market

Customers

People

# What Opportunities Do You See?

# How Do You Manage Change?