

NAMM® | U



Grow Your Business

New Ideas to Deliver a Mind-Blowing Customer Experience

Michael & Leslie Faltin
Instrumental Music Center, Tucson, Arizona

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Grow Your Business

Welcome to the Experience Economy



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

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Grow Your Business

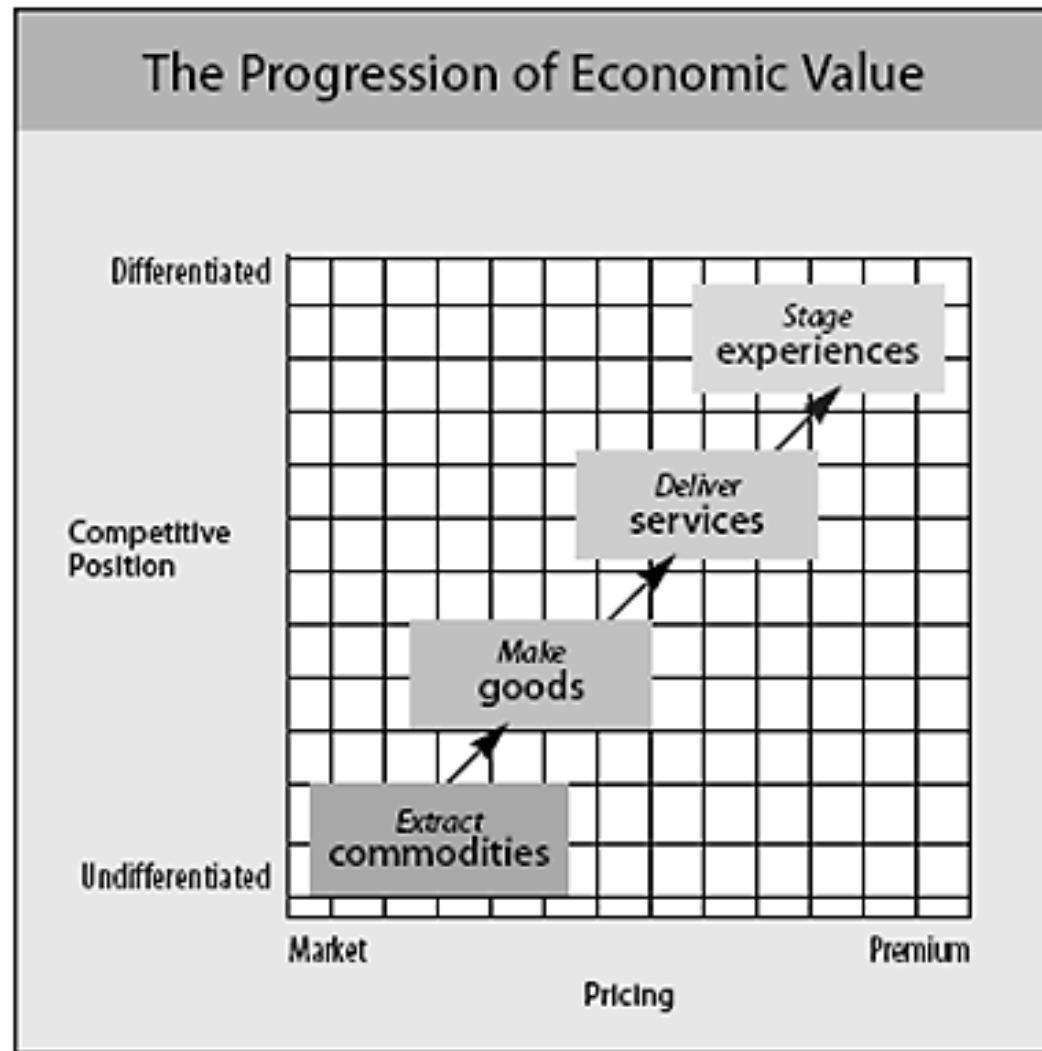
In today's world, people aren't just choosing travel (experience) over goods... they are even choosing vacation spots based upon potential social media 'likes'.

(ScienceDirect.com)



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



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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NAMM® U



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



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

Who would choose to:

- ask how much something is
- get the hardsell
- dicker for a better price
- walk out
- then get called again and again....

Conflict avoidance is common.
The internet is no conflict... and that's your competitor



❑ 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
- ❑ Sales are a byproduct of relationships
- ❑ Training, training, training
- ❑ No commission... culture of helping
- ❑ Happy staff creates happy customers



Hire for personality



☐ Sales come from Relationships

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.



☐ 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

☐ All the 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...a culture of helping



NO ATTACK ZONE!

No High Pressure Sales!



**Please browse worry free.
We're here to help only when you're ready.**



☐ Happy staff creates happy customers

□ Happy staff creates happy customers



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

January 23, 2016 · 11

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. 🙌






Don't let little stuff get in the way of the customer's great experience...

- ❑ Let the phone go
- ❑ Make things simple
- ❑ Rock special orders
- ❑ Empathy is valued more than ever

☐ Let the phone go

**You're not my
number 1,
you're my
only one.**

DateExclusz.com


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

**You'll always be my first
priority. No matter what.**

Make things easy for your staff



☐ 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.

☐ Empathy is valued more than ever

Fill in the blanks:
I need _____ so I can

See things from the customer's perspective.

What needs do they have that they may not even realize?



Show your Guests a good time

- ❑ Selling happiness
- ❑ They're talking to me now!
- ❑ Give advice, recommendations
- ❑ Celebrate with them... make it memorable



IMC sells happiness

Instrumental Music



❑ Selling happiness

WE DON'T SELL GUITARS

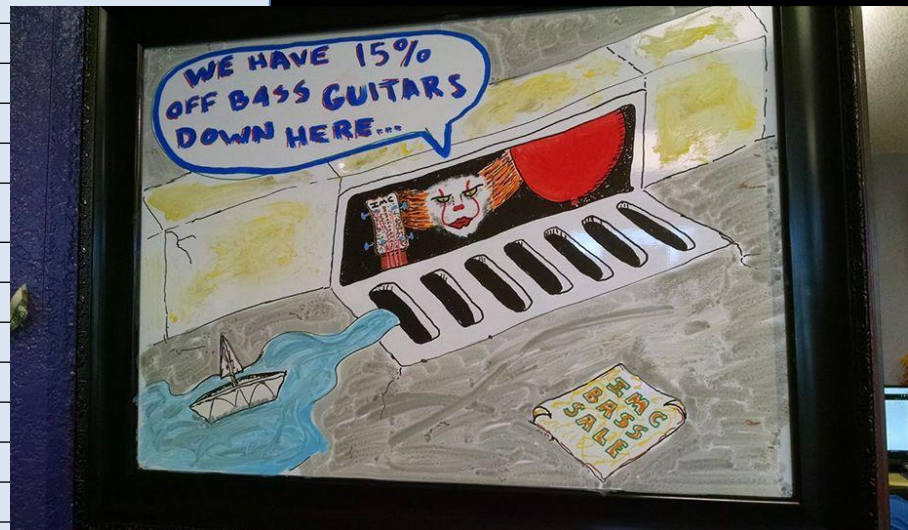


WE SELL THE DREAM OF PLAYING THE GUITAR

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	
November	"Folk Month"	Rummage Sale	Black Friday 2018
December	"Sheet Music Month"		

□ They're talking to me now!

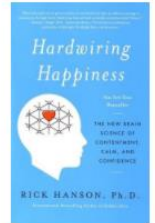
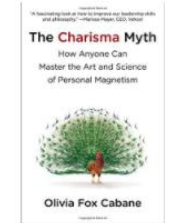
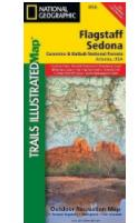
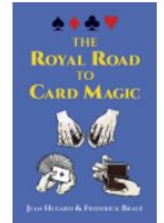
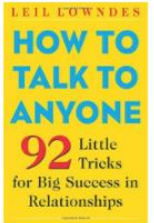


Q4

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 Comment

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

Erica Bravo The Pride of Arizona will be lucky to have her in 14 years! 😊
👍 1

📍 Write a comment... 🗨️ 📷 🎬 🎞️





Make it personal, unique experiences for unique customers

- ❑ Emails... ditch the form letters
- ❑ Thank you notes
- ❑ Shipping items... it's the little things

☐ Email... ditch the form letters... make it personal



You made a great choice!
We'll make sure you're satisfied with your decision by

- Putting you first
- Doing the right thing
- Exceeding expectations

We call it the **Sweetwater Difference**, and we think you'll like it.

(800) 222-4700 | **(260) 432-8176**



Gregg Frey
Assistant Manager
Gregg@imc-az.com

East Tucson
520-733-7334
Speedway & Kolb

North Tucson
520-408-8003
Wetmore & First

InstrumentalMusicAZ.com

Boomerang for Gmail - Schedule your Messages

Boomerang this message if I don't hear back in 2 days [Schedule](#)

5 older messages



Phillip Dunitz

9:51 AM

to me, Gregg, Management

From the MOP "b. If delinquent amount was due within 7 days, change this the zero."



Phillip Dunitz
Office Manager
orders@imc-az.com

East Tucson
520-733-7334
Speedway & Kolb

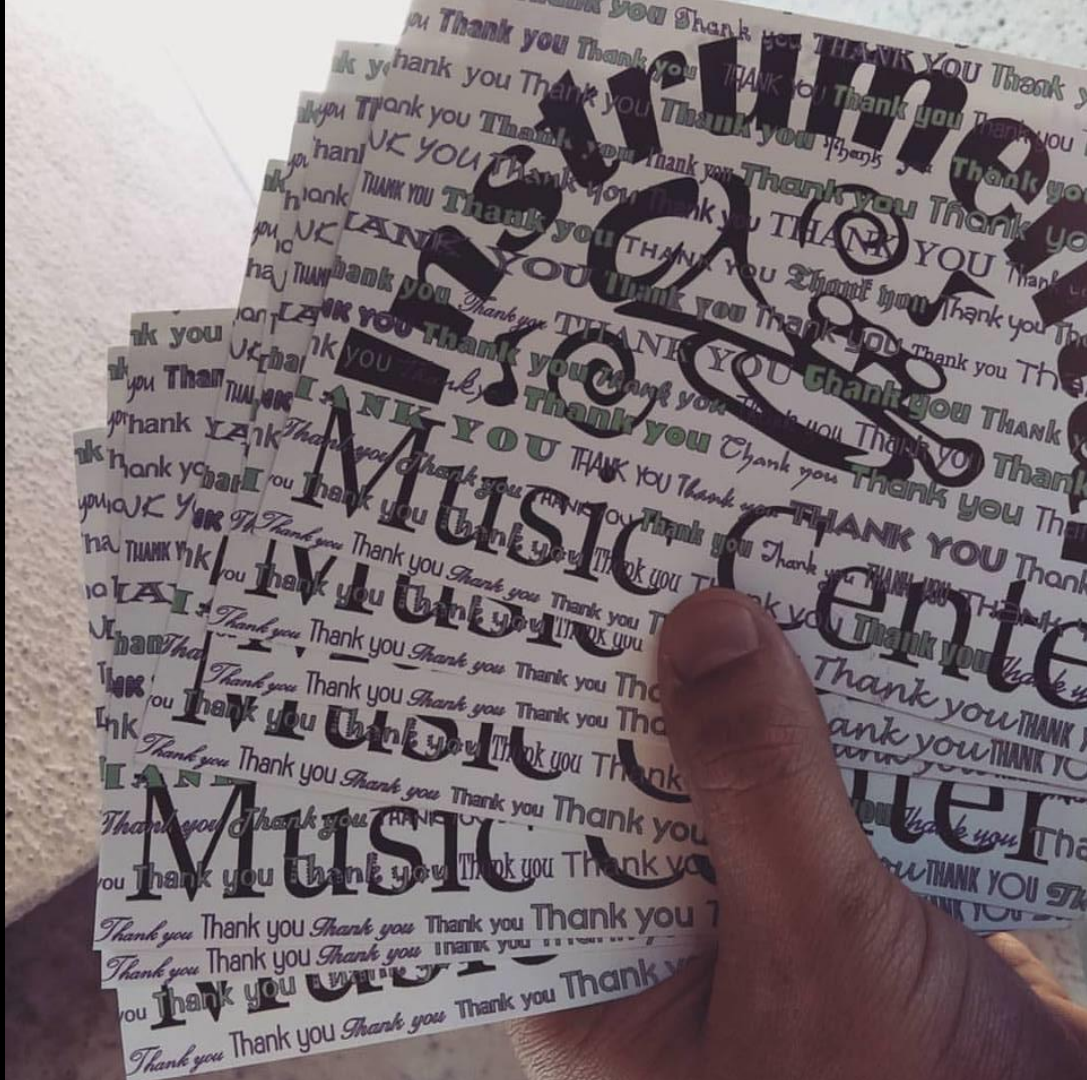
North Tucson
520-408-8003
Wetmore & First

InstrumentalMusicAZ.com

Boomerang for Gmail - Schedule your Messages

Boomerang this message if I don't hear back in 2 days [Schedule](#)

☐ Thank you cards



❑ Shipping items? Don't forget the little things

Monique Gagnon

7716279
monique.gagnon@gmail.com

Hi Monique! Happy Fix Day! I found you the perfect pair of white skinny jeans for this Fix!!! Pair the Shauna skinnies with the Anabell tank and some cute flats for sightseeing around Chicago! I think you'll love the Tart dress for your night out in the windy city! Pair it with nude heel (or your favorite pair!) to dress it up a little! I have also included the Roxanne earrings for you to wear with it <3 I hope you love everything, and have so much fun on your trip! XOXO, Alison



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 inviteing 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 perching 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 bragert. 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 begginer 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

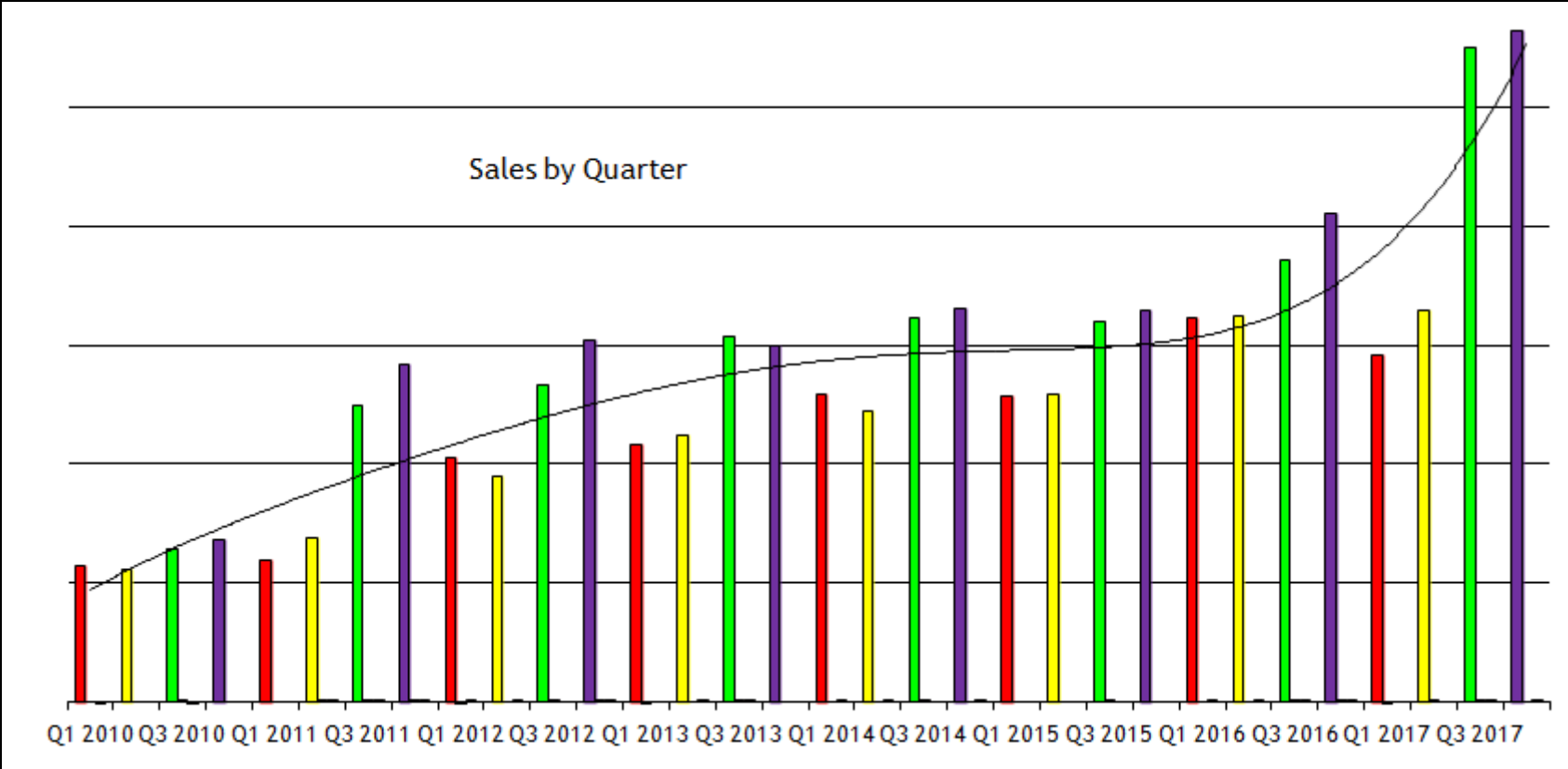
 **Mik White** Great service at that place. I use them all the time.
Like · Reply · 1y

 **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 so enthusiastic, even though they must meet fifty percent of 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 atmosphere you have created. 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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Faltn

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Music Center**

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