



Mind Reading for Beginners - A Guide to Being 5 minutes Ahead of the Customer”



WORLDCLASS
SERVICE

Summary

- Know what your guests are thinking.
- Know why they are thinking it
- Map this out
- Think needs, stated and unstated
- Forget the extra mile. Always aim to exceed the guest expectations by just 1% on everything you do. Think senses. Aim for preferences.
- Reinforce the customers choices.



cnsphoto

Nikon 特约

**KNOW WHAT YOUR GUESTS ARE
THINKING AND WHY**

1. The Lipstick Effect:

Lower cost purchasing when more expensive items are off the agenda.

Self treating and small luxuries



2. Revised Lower Cost Lifestyles

TONY, LEO & RAFAEL bring to you...

STAYCATION

A BBQ FOR THOSE STAYING LOCAL THIS LABOR DAY WEEKEND

at **THE MONKEY ROOM**
589 Fort Washington Avenue
(that's right off 187st.)
Sunday, September 2, 2007
4pm-until

Come or stay uptown and enjoy some good
bbq, good tunes and some good peoples.

Train directions: (A) Train to 181st. stop.



*The easy way to plan
the perfect party or
dinner menu*

order & pay
online
collect
in store

Order
"2 days" food
by **19 Dec 5pm**
collect **21 Dec**

food
to order

» How do I Order?

3.Value for Money:

Quality, longevity, sustainability and
meaning (authenticity)



4. Cocooning:

Escapism, escapist drama's, movies,
home entertainment

AN ORIGINAL SOUNDTRACK RECORDING

20
RODGERS and HAMMERSTEIN'S

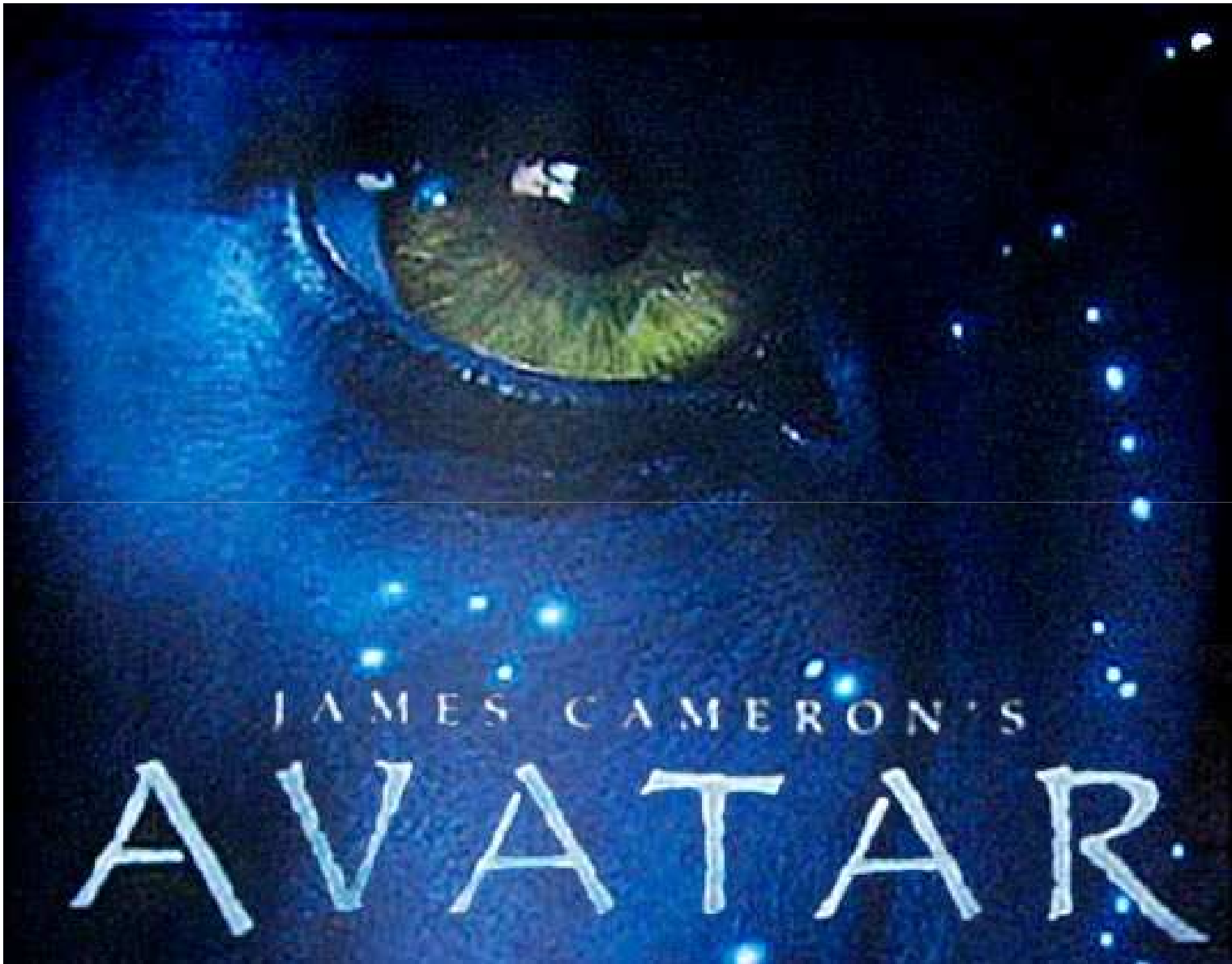


ROBERT WISE
Production

THE SOUND OF MUSIC

JULIE and CHRISTOPHER
ANDREWS-PLUMMER
conducted by
IRWIN KOSTAL






JAMES CAMERON'S
AVATAR

5. Focus on Personal Well Being: Nature, society and public policy

**FIT
CLUB**

pre-sale now on
join from as little as £8.25 a month!*

*Based on £99/year membership

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Got a question before joining?

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Manchester's newest, state-of-the-art, low cost gym



Join Online
Instantly!
£9.95/mth

Join Now!

Pre-launch Offer:
£9.95/month. No contract.

Limited pre-sale memberships available.
[Join instantly online now!...](#)

Price for Life.

Join for the year using at only for the
whole year £99/year! [Sign Up](#)

The price will never go up as
long as you're a member.

It's always going to be at
£99/year, every year.*

*t & c's apply

Price
for Life
Guarantee

the equipment

It may be a low-cost gym, but we haven't gone for low-cost equipment.

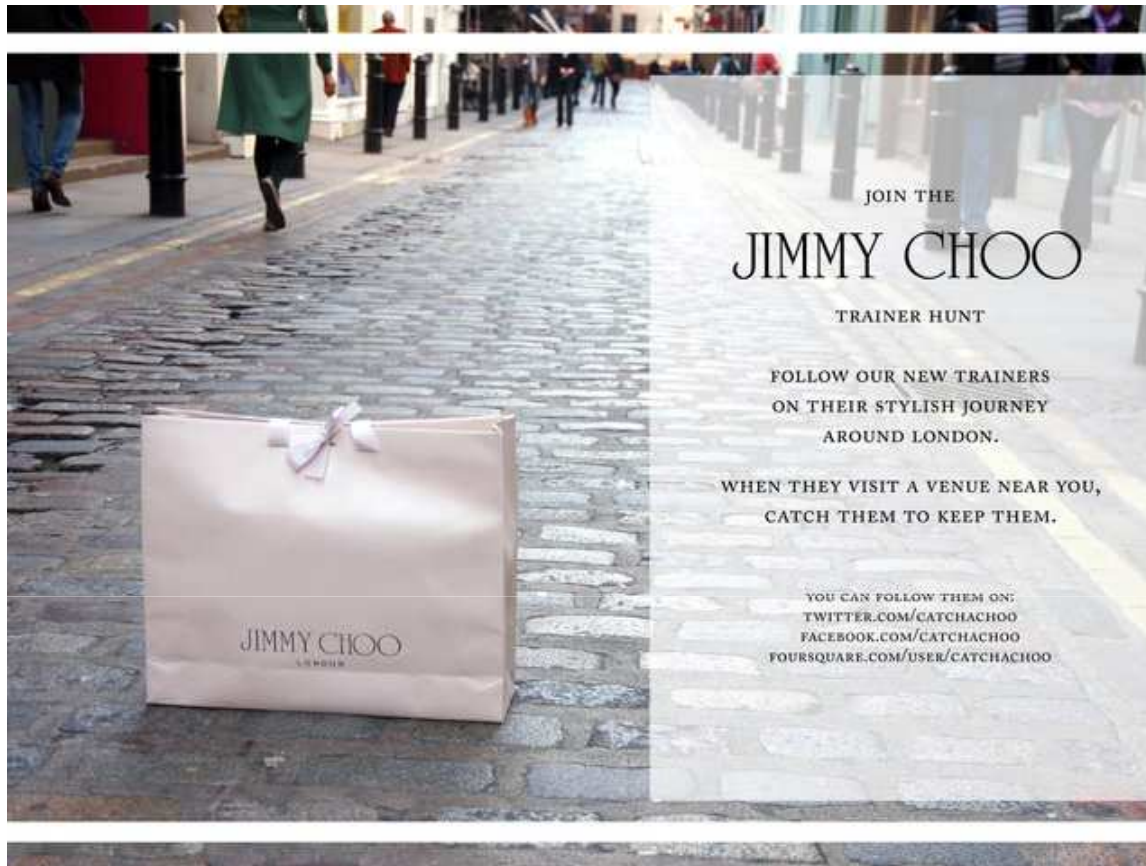


Where is the gym?

Worsley Mill, Castlefield

6. Web 2.0:

Is about the internet as cheap sanctuary, communications, entertainment, socialising and dating tool as well as “word of mouse”.



LOOK OUT FOR FOURSQUARE

Overloaded Servers are slowing down this massive new special site.

United Breaks Guitars



★★★★★ 24,481 ratings

3,435,613 views

Favourite Share Playlists Flag

Facebook Bebo MySpace

(more share options)

Statistics & Data

sonsofmaxwell [Subscribe](#)
06 July 2009
[\(more info\)](#)
There is now a video response:
<http://www.youtube.com/watch?v=5YGc4zOqozo> Full Story:
<http://www.davecarrollmusic.com> - In the spring of 2008
, Sons of Maxwell were traveling to Nebraska for a
one-week tour and...
URL <http://www.youtube.com/watch?v=5YGc4zOqozo>
Embed `<object width="560" height="340"><param`

More From: sonsofmaxwell

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- Flight Attendant doing raps! (complete ed.+sub...)**
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CTW520
2:22



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UK - England - Dorset - Sunset at Kimmeridge



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50+ Most interesting - According to Flickr (Set)

You are at the last photo. 59 items

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Europe (Set)

118 items

7. Mobile Communication

iPhone



hämta din
applikation i
AppStore här

övriga mobiler



SMSa ordet
3GRILL till
71300



Or One of these.....Google Android Phones

Open Source Phones

Android Market

Check out our site for some of the more popular applications and games available in Android Market. For a comprehensive, up-to-date list of the thousands of titles that are available, you will need to view Android Market on a handset.

Featured

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Are you a developer?
Publish your application on Android Market.

[Learn more](#)

PicSay Pro



Developer: [Shinycore](#)

Category: **Multimedia**

Improve your photos with sharpen and color corrections. Be creative with paint, word balloons, and props. Or have fun with distortions, cutouts, special effects, and more. All in an intuitive easy-to-use interface, making PicSay Pro the perfect all-in-one solution for editing images on your Android powered device.



Wapedia



Facebook



CardioTrainer



Devilry Huntress



DoggCatcher



FeedR News Reader



Hyperspace



PicSay Pro



wpToGo



Amazon.com

Some numbers :

[Twitter](#): 100 million+ users, with 50 million tweets sent each day.

[Facebook](#) : nearing 500 million users. The average user has 130 friends, spends 55 minutes a day on the site and receives three "event invitations" to real-life gatherings every month (in December 2009, the company stated that 3.5 million events were created every month). Next? According to [The New York Times](#), Facebook will soon incorporate 'location' in two ways: its own features for sharing location and APIs to let other sites and apps offer location services to Facebook users. This could well be a MASS MINGLING killer app.

[LinkedIn](#) : over 65 million members. A new member joins LinkedIn approximately every second.

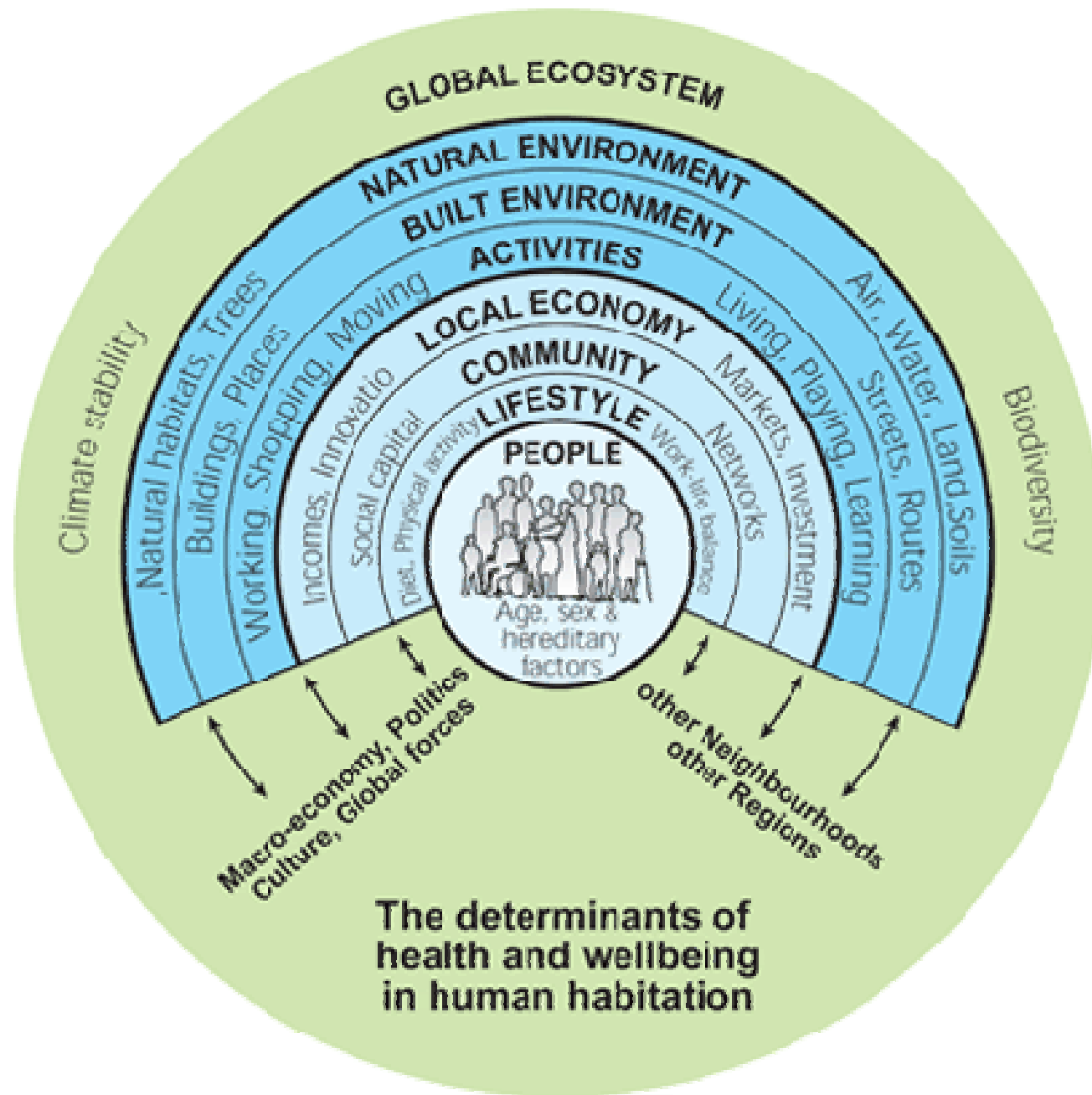
A 'veteran' MASS MINGLING engine like [Meetup](#) has 6.1 million members, handling 2.2 million RSVPs and 180,000 meet-ups, in 45,000 cities a month.

[Foursquare](#) has one million users, while [Gowalla](#): 150,000 users.

Nearly three quarters (73%) of online teens and an equal number (72%) of young adults* use social network sites. 73% of adult profile owners use Facebook, 48% have a profile on MySpace and 14% use LinkedIn.

(Source: [Pew](#), Feb 2010.)

8. Rise of the LOHAS (Lifestyles Of Health And Sustainability)





9.Wants and Need based on
practicality, efficiency and
responsibility



The [Ford Fiesta](#) is not just the best selling car of December 2009 but of the whole year, selling a staggering 117,296.

“People are fed up with being fed up”

Stuart Rose
CEO Marks and Spencer

10. Return of Comfort Food: Retro and hands on is in





**BURRITO
MADNESS**
ALL BURRITOS
100% FREE
→ GRAND OPENING

*who says there is
no such thing as
a free lunch*

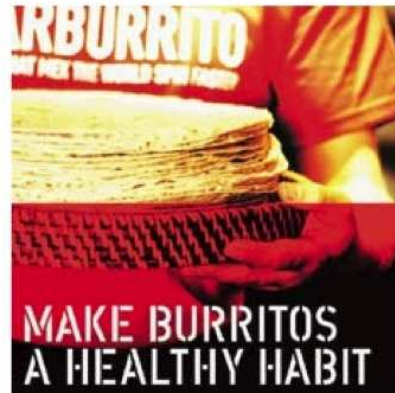
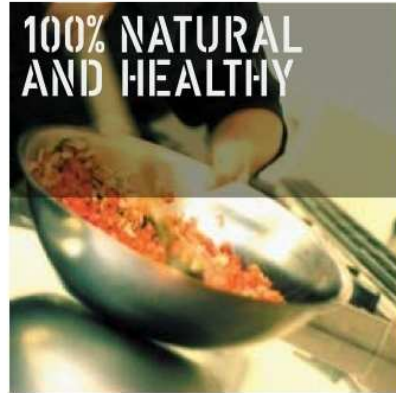
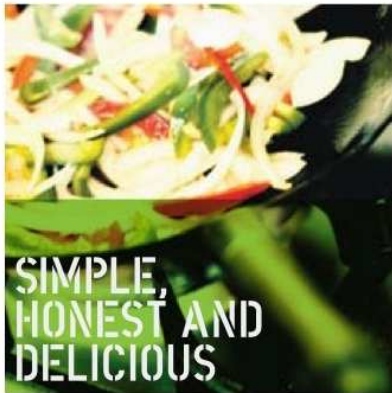
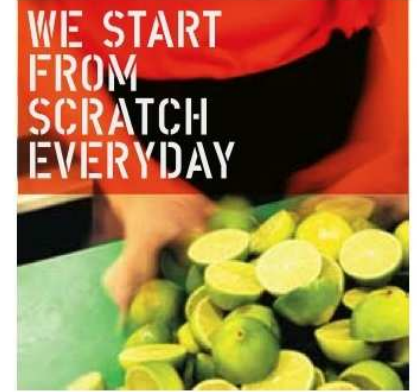
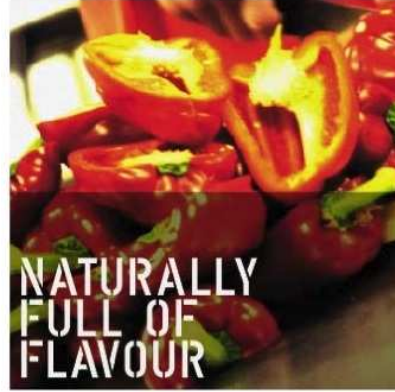
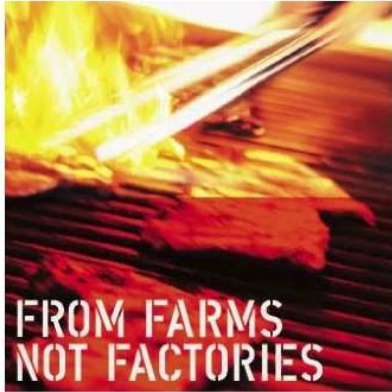
BARBURRITO

FOOD THAT MEX THE WORLD SPIN FASTER

BURRITO MADNESS - AVAILABLE ONE DAY ONLY.

PICCADILLY GARDENS, MANCHESTER - THURSDAY 10th SEPTEMBER.





Understanding Needs

- **open question** - a question that gains information, usually beginning with who, what, why, where, when, how, or more subtly 'tell me about..' - as distinct from a closed question, for example beginning with 'Is it...?' or 'Do you...?' etc., which tend to glean only a yes or no answer

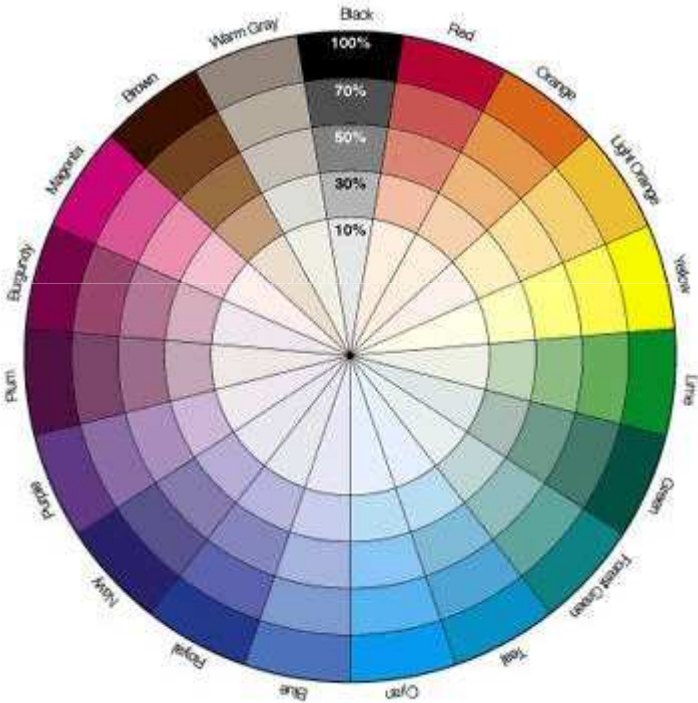
MAP THIS OUT

Context for Sales

- Attractive exterior
- Welcome
- Flawless cleaning and eliminate clutter
- Well thought out lighting
- Foyer display is about creating a mood and a desire within the guest. A lack of balance creates an impression of instability and anxiousness. The visitor is not even aware of the feeling, he or she simply searches out an environment or merchandise presentation that gives them a positive feeling and creates an appealing mood.

	Getting to the airport	Check-in	Comfort until flight	In-flight comfort	Arrival	Getting to destination
Feelings	<ul style="list-style-type: none"> • Stressful • Complicated • Parking • Heavy luggage 	<ul style="list-style-type: none"> • Long, frustrating queues • Only necessary to the airline 	<ul style="list-style-type: none"> • Want/need to work • Want/need to relax 	<ul style="list-style-type: none"> • Planes are uncomfortable by nature • Long time spent in a seat • Boredom 	<ul style="list-style-type: none"> • Unkempt • Unshowered • Clothes a mess 	<ul style="list-style-type: none"> • Traffic • Unfamiliar place
Customer Experience						
Service solution	<ul style="list-style-type: none"> • Transport to airport provided • Driver handles luggage 	<ul style="list-style-type: none"> • Faster check-in • Airline knows where you are 	<ul style="list-style-type: none"> • Area with internet access & fax • Salon, massages, beauty • Entertainment facilities (e.g. driving range) 	<ul style="list-style-type: none"> • Full sleeper seats • Mood lighting • Bar • You decide meals 	<ul style="list-style-type: none"> • Arrival valet • Showers • Makeup & shave • Clothes pressed • Hot & cold breakfast 	<ul style="list-style-type: none"> • Chauffeured delivery to destination • Comfortable ride door-to-door • Knowledgeable local driver

Genuine Care for the Well being of All of Our Customers.



**FOCUS ON FEELINGS, NEEDS &
SOLUTIONS**

Service and Sales Blend



Don't decide what a customer can afford.

- Let the customer decide. Staff often hesitate to show customers merchandise, fearing that the bill will frighten the customer off. Guess what?
- The customer is always right and knows the state of his or her finances far better than you do. Don't choose how much this customer is able to afford. If s/he can't afford an item, he or she will let you know

What holds us back?

- Not making the association?
- Fear of rejection?
- Not presenting the products together?
- Assumes customer knows the special offers
- Assumes the customer doesn't want the deal or offer
- Assumes every customer is only interested in price
- Assumes customers are happier making decisions in an informational and emotional vacuum.

1% BEYOND EXPECTATIONS

Example of Stated Needs

- Faster – less time
- One stop - easier
- High quality, better version/type/make/origin – less risky
- More prestigious – more impressive
- Lower cost - more affordable
- More simple
- More flexible – easily changeable
- More reliable – fewer trips
- Replace
- Repea

Example of Unstated Needs

- Peace of mind
- Personal promotion
- Ahead of the pack
- Sensible – mid position
- Ego drive
- Basic Needs
- The best

Expert Anticipation

- **Be specific.** Customers won't agree to buy some unknown thing. If a customer orders a coffee, don't say "Can I get you anything else?" Instead, choose the most likely item you think the customer might want and say "Can I get you a fresh pastry with that?"

Personal Sales Attitude

- Caring
- Thoughtful
- Curious – tell me about...
- Positive and solution focused
- Skilful suggestions
- Top of their game

Assurance

- **Assure your customer that s/he has made good choices.** This is the single most important part of this selling method. It is very important that you reinforce *your* customer's purchase at the end of the sale. Say something like, "I know you're going to enjoy the show".
- At best, you'll form a bond with your customer and possibly win a patron. This step requires sincere interest in your customer and cannot be faked. You must feel genuine excitement and enthusiasm for what your customer has just bought from you.

Lovemark Organisation



kaizen



Persistent Incrementalism



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Nikon 特约



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