THE WOW FACTOR

Capture the Magic

Hosted by BTA West

Caesars Palace, Las Vegas, Nevada

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MY STORY

- I started at a local dealership in Arizona in 1983 as an entry-level sales rep. I was ranked 41st out of 43 reps my first two quarters, but eventually become the top rep in Arizona.
- I became a manager in 1986.
- The company was acquired by Danka in 1993 - 1st promotion in the West - Total P&L.
- I was recruited by Global to become president of Arizona in 2001. Built it from $9 million to $51 million by 2007 and was named a top Individual company. We were acquired by Xerox.
- I left Global in April 2009 due to Illness and fatigue.
- I had to sit out one year & began looking around the for next step in October 2009.
- At age 49, I was thinking it was my last stop, so I wanted to make it special. Smallest was ProCopy, with $3 million in revenue and 12 employees.

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WHY US?

- The founder of ProCopy was a former service manager I knew from Danka who started in 2000 out of his garage and did a great job servicing and taking care of the few hundred accounts he had.
- I took a month and looked at what we were doing that was different or better than our competition.
- Our average response time was two hours and we had a first-time-fix rate of 92%.
- We always answered the phone with a live person.
- There was no charge for toner shipment; we often hand-delivered during an emergency.
- We had a commitment to fix any issue within 48 hours.
- We had a one-year money-back guarantee.

So how do we market this into a WOW factor so clients will never leave?

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WHAT ARE THE USUAL WOW?

1. Data Dump
   - "Our product can withstand nuclear attacks."
   - "We are the fastest-growing company with 14 employees."
   - "We are the 6th largest Ricoh dealership west of Utah."
2. Who Cares Fun Facts (aka Blah, Blah, Blah)
   - "We are family owned."
   - "We are locally operated."
   - "We are owned by a local family."
   - "Our technicians are brain surgeons."

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MARKET WHAT YOU ARE GOOD AT

- Clearly, service was our WOW, but everyone says that. Why are we unique?
- It wasn't about big things, it was the little things — the old-fashioned kind of customer service that seemed to disappear in the last 20 years.
- Our marketing materials all centered around how good we will take care of you after the sale. Price was rarely the deciding factor.
- We knew we were on the right track when other proposals included our talking points (2.5-hour response).
- Three years in, after growing from $3 million to $10 million, we researched our retention rate and it was 96%. Coupled with almost 50% net new, we were on the way.
- By the time we sold to Flex at the end of 2016 we were $18 million, 56 employees and four branches. We grew 6X in seven years.

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QUESTIONS FOR THE PANELISTS

What is your WOW?

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QUESTIONS FOR THE PANELISTS

What do you do to keep your WOW on the front page of the decision?

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QUESTIONS FOR THE PANELISTS

Does your staff know & support your WOW?

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QUESTIONS FOR THE PANELISTS

How does your WOW separate you from your competitors?

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QUESTIONS FOR THE PANELISTS

How have your competitors responded?

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QUESTIONS FOR THE PANELISTS

Do you measure retention? Is there a better way to measure WOW?

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QUESTIONS FOR THE PANELISTS

Do changing market conditions affect your WOW?

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QUESTIONS FOR THE PANELISTS

Did the COVID-19 pandemic affect your WOW?

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QUESTIONS FOR THE PANELISTS

Can your WOW last long into the future?

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