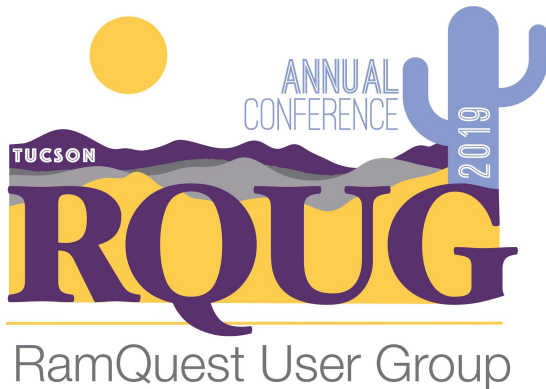


You Don't Need to Advertise a Good Party



Bill Svoboda
CloseSimple

HOW TO GET AHEAD & STAY AHEAD IN A CROWDED & COMMODITIZED MARKET.



@BillSvoboda
@CloseSimple

1// CHANGE NEVER STOPS.

CHANGE, INNOVATION & THE COMPETITION ARE NOT WAITING ON US TO CATCH UP.



@BillSvoboda
@CloseSimple

// ENTERTAINMENT



NETFLIX

@BillSvoboda
@CloseSimple

// TRANSPORTATION



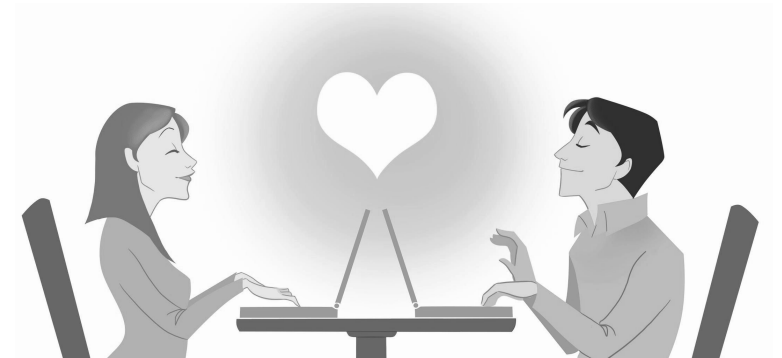
@BillSvoboda
@CloseSimple

// PURCHASING BOOKS



amazon

// DATING



tinder



bumble

Hinge

@BillSvoboda
@CloseSimple

// TITLE



@BillSvoboda
@CloseSimple

2// MARGINS ARE GETTING TIGHTER & TIGHTER.

PEOPLE & COMPANIES MUST EITHER STEP UP, OR STEP ASIDE.



@BillSvoboda
@CloseSimple

3// COMPETITION FOR THE DOLLAR IS FIERCER.

WITH MORE CHOICES, THE CUSTOMER WILL ALWAYS WIN.



@BillSvoboda
@CloseSimple

THE GOOD NEWS... YOU CAN WIN.



“HUMAN BEINGS *WILL* BEAT
THE MACHINE, *IF* THEY DO
THE *RIGHT THING*.”

~ BRAD INMAN, FOUNDER INMAN NEWS

@BillSvoboda
@CloseSimple

1. RESIST THE URGE TO COMPETE ON PRICE.

IF YOU ARE COMPETING ON PRICE,
AS SOON AS THE CUSTOMER CAN GO
AROUND YOU TO COMPLETE THE
TRANSACTION AT A LOWER PRICE,
THE ABSOLUTELY WILL.

THERE IS NO ALLEGIANCE IF PRICE
IS THE COMMON BOND.



@BillSvoboda
@CloseSimple

2. MAKE A CUSTOMER EXPERIENCE THAT IS ***“REMARKABLE.”***

MY DEFINITION: *SOMETHING THAT IS WORTHY OF BEING NOTICED & TALKED ABOUT. SOMETHING YOU CAN'T KEEP TO YOURSELF, BUT SOMETHING YOU WILL SHARE WITH ANYONE WILLING TO LISTEN.*

NOT ORDINARY, BUT EXTRAORDINARY.

WHAT HAVE YOU BEEN *REMARKING* ABOUT LATELY?



@BillSvoboda
@CloseSimple

**WHAT IS YOUR BUSINESS
DOING THAT IS WORTH
TALKING ABOUT?**

**WHAT ARE YOU DOING
THAT IS *REMARKABLE*?**

YOU DON'T NEED TO ADVERTISE A GOOD PARTY.

HOW TO GET AHEAD & STAY AHEAD IN A
CROWDED & COMMODITIZED MARKET.

**1 //
TAKE OFF
YOUR CAPE.**



@BillSvoboda
@CloseSimple

LISTENING & CURIOSITY.

WHEN WAS THE LAST TIME YOU HAD A “*HUMAN CONVERSATION*”
WITH ONE OF YOUR CUSTOMERS?



@BillSvoboda
@CloseSimple

MOVE FROM BEING AN *AGENT* TO AN *ADVISOR*.

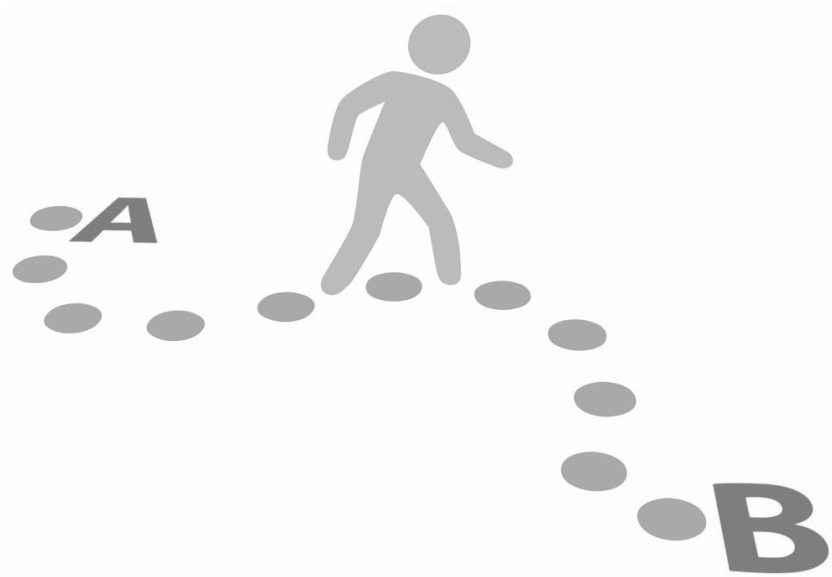


“YOU CAN’T ‘*AGENT*’ YOUR
CUSTOMER... YOU *ADVISE*
YOUR CUSTOMER.”

~ GEOFF BRAY, Engel & Völkers MINNEAPOLIS

@BillSvoboda
@CloseSimple

HUMAN CONVERSATIONS = HUMAN SOLUTIONS.



@BillSvoboda
@CloseSimple

THE POWER OF CURIOSITY.



@BillSvoboda
@CloseSimple

2 // MAKE MOVES, OR GET MOVED.



“MMOGM”

TYLER LORENZEN
PURIS Pea Protein

@BillSvoboda
@CloseSimple

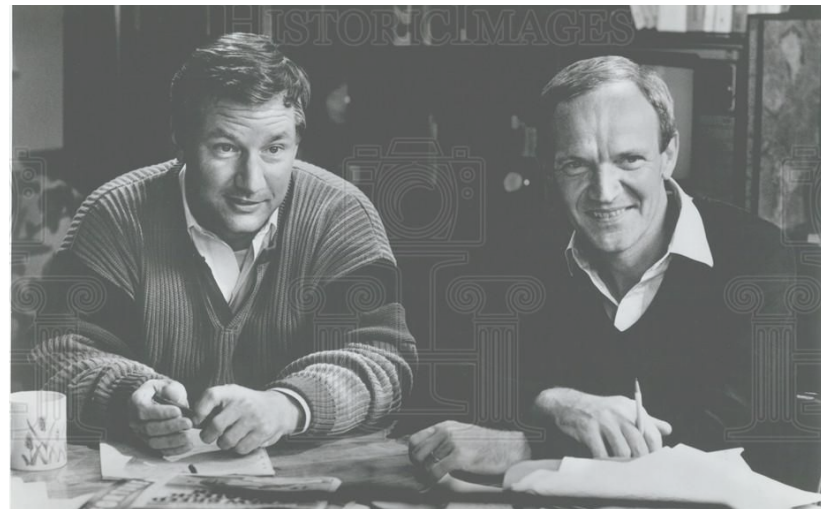
IF IT BENEFITS THE CUSTOMER, DO IT. NOW.

A BIAS FOR ACTION:

“PROPENSITY TO ACT OR DECIDE WITHOUT CUSTOMARY ANALYSIS OR SUFFICIENT INFORMATION. IN ESSENCE, A ‘JUST DO IT’ & CONTEMPLATE LATER MENTALITY.”

~ *SEARCHING FOR EXCELLENCE*

TOM PETERS & ROBERT WATERMAN

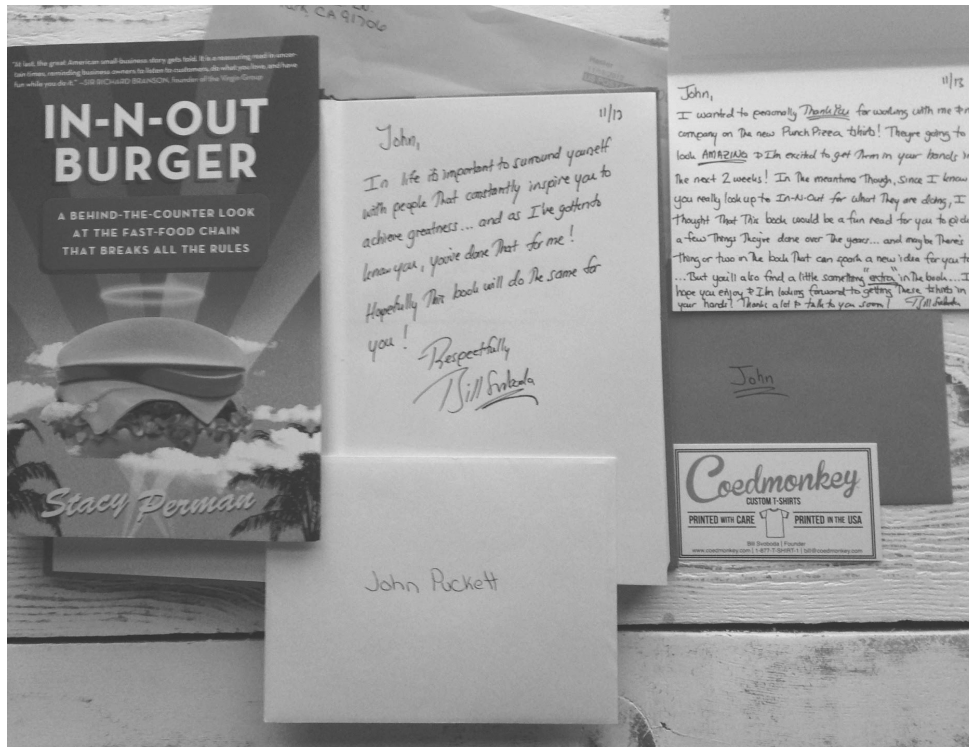


@BillSvoboda
@CloseSimple

PLEASE, NOT ANOTHER *THANK YOU* NOTE.



MAKE AN IMPACT.

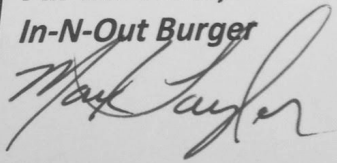


@BillSvoboda
@CloseSimple

John,

*Here's to continued success! As our founder always said,
"Give customers the freshest, highest quality foods you
can buy, and provide them with friendly service in a
sparkling clean environment." I wish you the best as you
continue in your own pursuit of quality and service!*

*All the Best,
In-N-Out Burger*

A handwritten signature in black ink, appearing to read 'Mark Taylor', written over the printed name.

Mark J. Taylor

Chief Operating Officer

@BillSvoboda
@CloseSimple



Punch Pizza

JOHN PUCKETT
JOHN SORRANO

@BillSvoboda
@CloseSimple

THE \$150 RULE



@BillSvoboda
@CloseSimple

3 //



**MAKE THEIR
BUTT LOOK GOOD.**

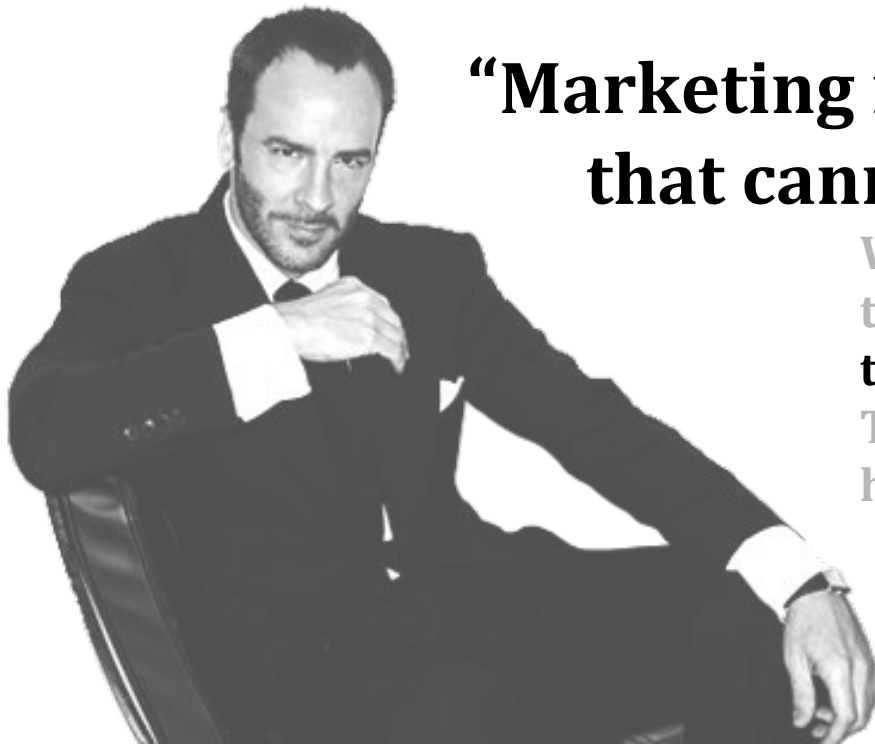
@BillSvoboda
@CloseSimple



www.CloseSimple.com/TOMFORD

See the boot & get free content,
including this presentation.

@BillSvoboda
@CloseSimple



“Marketing is used for *hollow* products that cannot speak for themselves...

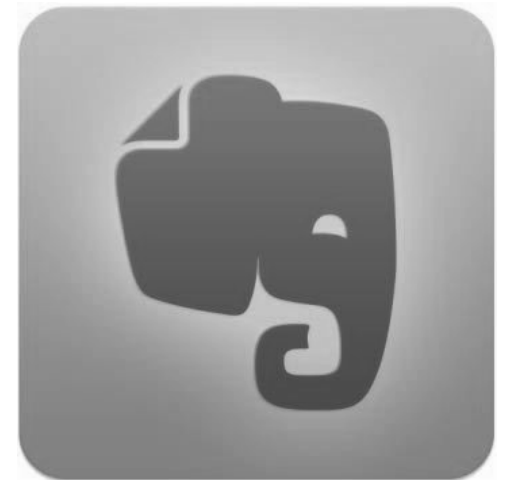
When a customer walks into the store, tries on the pants, if they don't make their butt look good, they're walking out. They're not buying those pants, no matter how much Marketing you did. ”

~ Tom Ford, Fashion Designer

@BillSvoboda
@CloseSimple

MARKETING OR MAKING SOMETHING WORTH MARKETING?

OVER 200+ MILLION USERS CAN'T BE WRONG.



@BillSvoboda
@CloseSimple

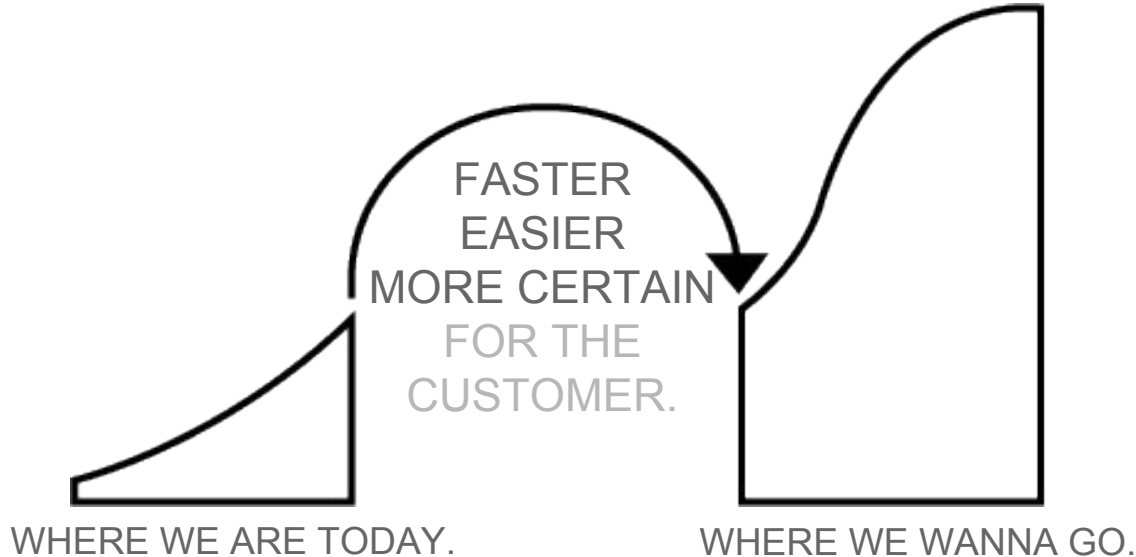
CARE MORE.

CUSTOMER CARE VS. CUSTOMER SERVICE.



@BillSvoboda
@CloseSimple

CARE ABOUT WHAT THE CUSTOMER CARES ABOUT.



@BillSvoboda
@CloseSimple

YOUR REAL COMPETITION.

NO LONGER THE PERSON / COMPANY DOWN THE STREET,
OR IN THE GOOGLE SEARCH AHEAD OF YOU.

NETFLIX

amazon



@BillSvoboda
@CloseSimple

1. CARE ANTICIPATES.



THE RITZ-CARLTON®

“At The Ritz-Carlton Hotel Company, L.L.C., ‘We are Ladies & Gentlemen serving Ladies & Gentlemen.’

This motto exemplifies the anticipatory service provided by all staff members.”

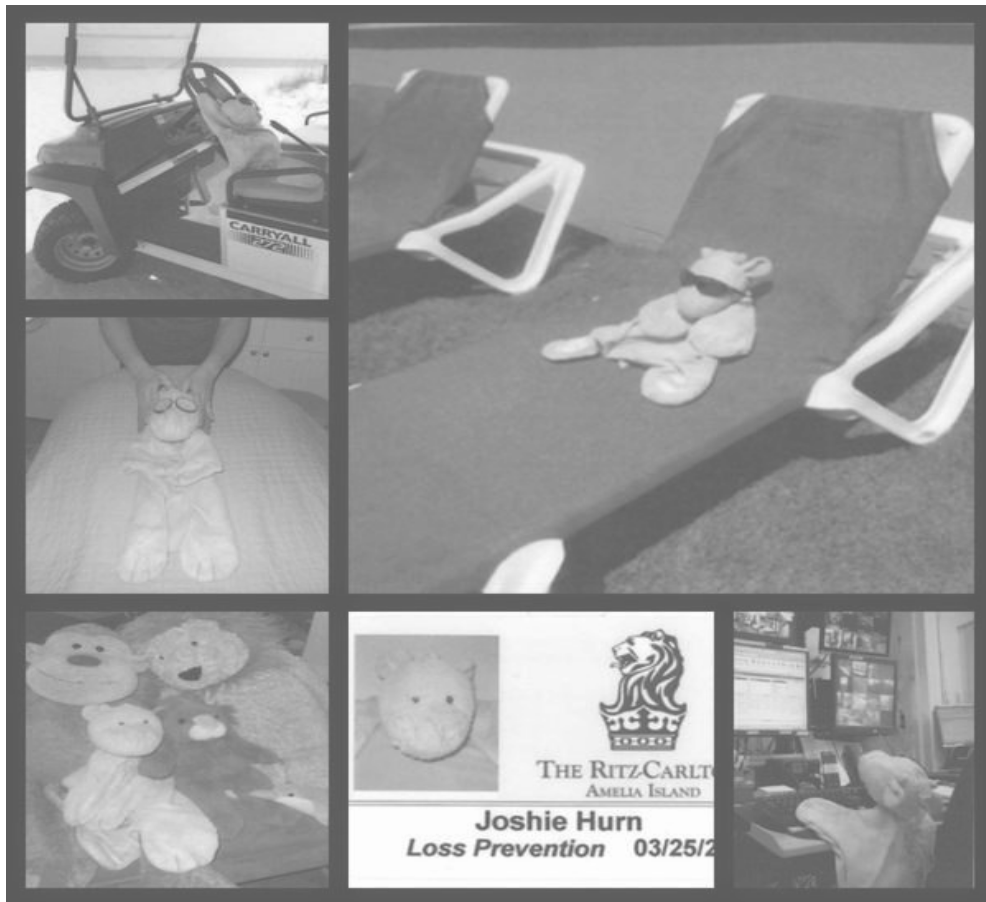
@BillSvoboda
@CloseSimple



THE RITZ-CARLTON®

1. A warm & sincere greeting.
2. Use the guest's name. Anticipation & fulfillment of each guest's needs.
3. Fond farewell. Give a warm good-bye & use the guest's name.

@BillSvoboda
@CloseSimple



“Joshie is fine,” I said.
“He’s just taking an extra
long vacation at the resort.”

~ CHRIS HURN, FATHER

@BillSvoboda
@CloseSimple

2. CARE IS CUSTOMIZED.



@BillSvoboda
@CloseSimple

3. CARE COMMUNICATES.

DON'T WAIT FOR THE CUSTOMER TO ASK.



@BillSvoboda
@CloseSimple

4. CARE GOES FROM THE PRODUCT TO THE PERSON.



“It’s so warm here, you could
bake cookies on the hood of
my car... do you like cookies?”

~ ZAPPOS TEAM MEMBER

@BillSvoboda
@CloseSimple

CARE MORE.

HOW WILL YOU CARE MORE?

1. _____
2. _____
3. _____



@BillSvoboda
@CloseSimple



www.CloseSimple.com/TOMFORD

See the boot & get free content,
including this presentation & a 10-Page E-Book on
How to make your Customer's Butt Look Good.

@BillSvoboda
@CloseSimple

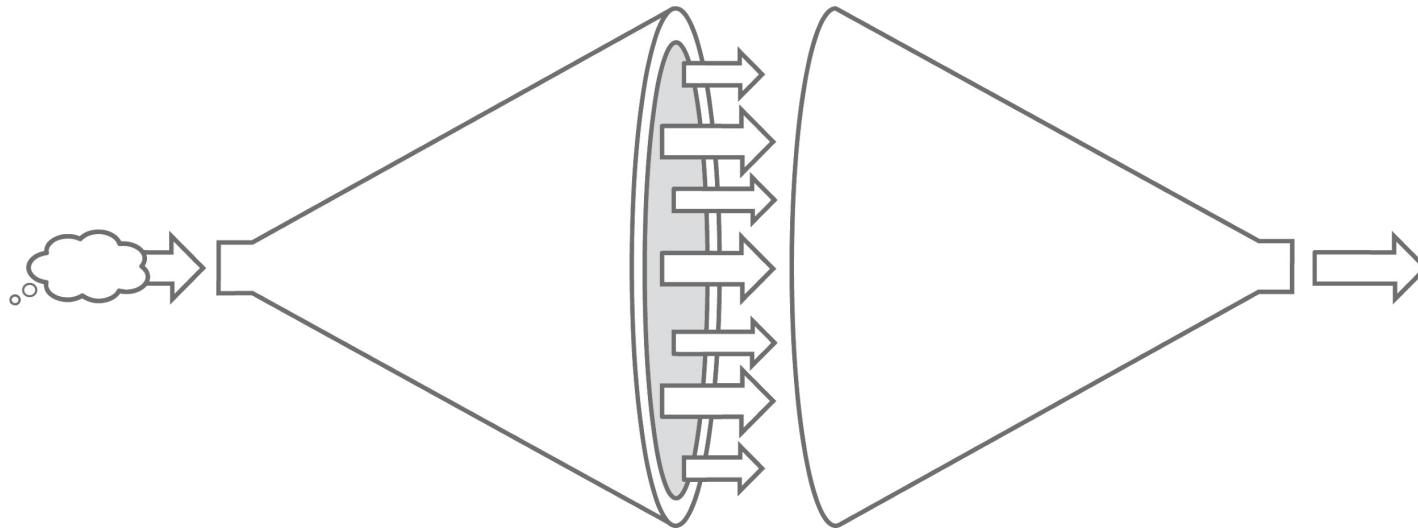
4 //
OWN YOUR
BLOCK.



@BillSvoboda
@CloseSimple

SIMPLIFY

HOW EASY IS IT FOR YOUR CUSTOMERS
TO DESCRIBE WHAT YOU ACTUALLY DO?



@BillSvoboda
@CloseSimple



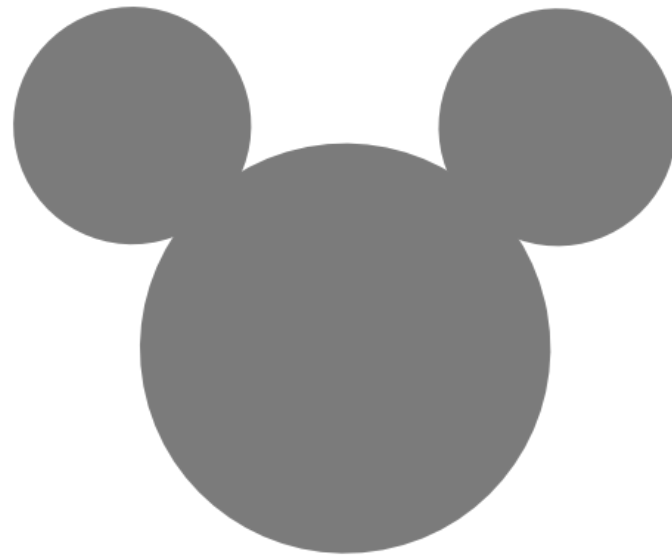
@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple

THANK YOU, CHIPOTLE.

BURRITOS, TACOS & SALADS		
BURRITO	CHICKEN	8.19
BOWL	STEAK	8.19
TACOS	CARNITAS	8.19
SALAD	BARBACOA	8.19
	VEGETARIAN	8.19

@BillSvoboda
@CloseSimple

THANK YOU, IN-N-OUT.



@BillSvoboda
@CloseSimple

THANK YOU, SUSHI TRAIN.

SUSHI TRAIN
MADE TO ORDER

612-259-8488
1200 Nicollet Mall Suite C3
Minneapolis, MN 55403
sushitrainusa.com

Monday - Thursday: 11:00 am - 11:00 pm
Friday & Saturday: 11:00 am - midnight
Sunday: noon - 11:00 pm

HOW IT WORKS:

- 1 See the dish you want.
- 2 Take it off the belt.
- 3 Eat.
- 4 Repeat steps 1, 2, 3
- 5 Stack your plates.

APPETIZER

Shrimp Tempura (3 pcs)	5.95	Calamari	4.75	Shumai (6pcs)	3
Vegetable Tempura ∇	5.95	Fried Oyster (3pcs)	6.95	Chicken Gyoza (6 pcs)	4
<i>Broccoli, zucchini, onion & sweet potato, asparagus</i>		French Fries ∇	1.95	Agedashi Tofu (5 pcs) ∇	5
Spring Rolls (2 pcs)	3.50	Croquette	3.95	Sweet Potato Fries ∇	2
Takoyaki	5.95				

UDON & RAMEN & SOUP

Shrimp Tempura Udon	7.95	Tuna Bowl	7.95	Spicy Salmon Bowl	
<i>Scallion, half boiled egg, fish cake</i>		<i>Spicy tuna, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice</i>		<i>Spicy salmon, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice</i>	
Char Siu Ramen	7.95	Spicy Tuna Bowl	7.95	Ikura Bowl	1
Vegetable Tempura Udon	6.25	<i>Spicy tuna, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice</i>		<i>Ikura, seaweed salad fried shallot, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice</i>	
<i>Scallion, seaweed, pickled vegetable</i>		Salmon Bowl	7.95	Spicy Crab Bowl	
Miso Ramen	5.75	<i>Spicy salmon, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice</i>		<i>Spicy Crab, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice</i>	
Miso Soup	1.99				

DRINKS (free refill)

Lemonade		Sangaria (each)	2.99	Mochi ∇	
Ice Tea		Sangaria Ramune Melon (each)	2.99	<i>Green tea, strawberry, vanilla, red bean, mango</i>	
Coffee		Sangaria Ramune Strawberry (each)	2.99	Green Tea Ice Cream ∇	
Green Tea (Hot)		Sangaria Ramune Peach (each)	2.99		
Orange Juice		Sangaria Ramune Lychee (each)	2.99		

* Consuming raw seafood or shellfish may increase your risk of food borne illness

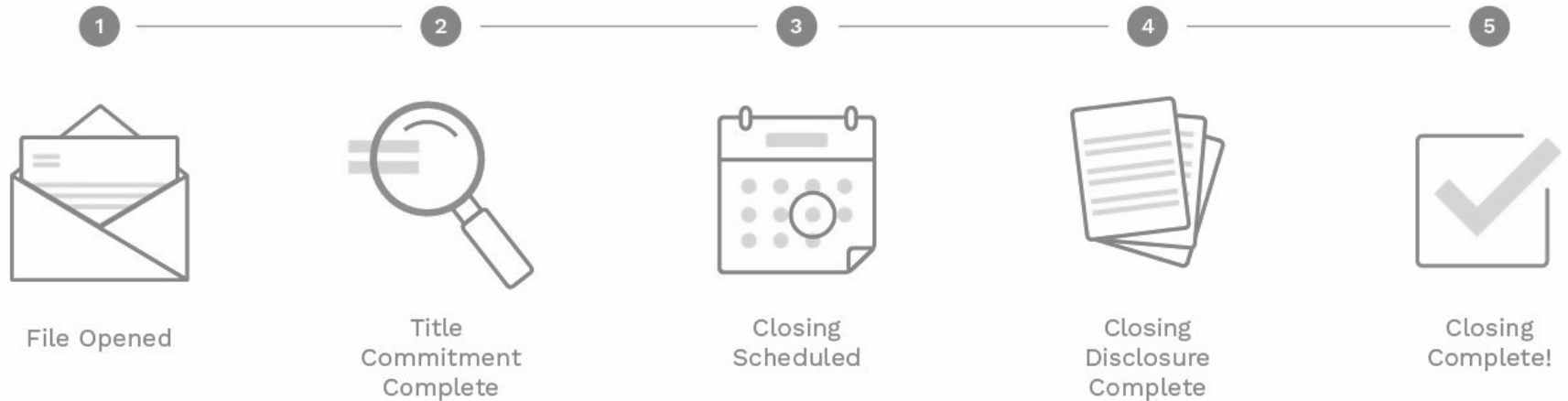


@BillSvoboda
@CloseSimple

“ANOTHER ROLL, PLEASE.”



HERE'S HOW TO SIMPLIFY THE CLOSING PROCESS.



@BillSvoboda
@CloseSimple

REPETITION + SIMPLICITY IS YOUR SECRET WEAPON.

1,029 songs that reached #1 Hit Billboard Ranking vs.
1,451 that never broke the Top-90 billboard Ranking

In each case that a chorus was repeated between 1 & 16 times, the likelihood of that song making it to #1 increased by 14.5% for each repetition. More shocking, the probability of a song shooting straight into the Top 40 increased by 17% for each repetition. In their words, ***“more repetitive songs rose more rapidly.”***

@BillSvoboda
@CloseSimple

THE BEATLES

LET IT BE



@BillSvoboda
@CloseSimple

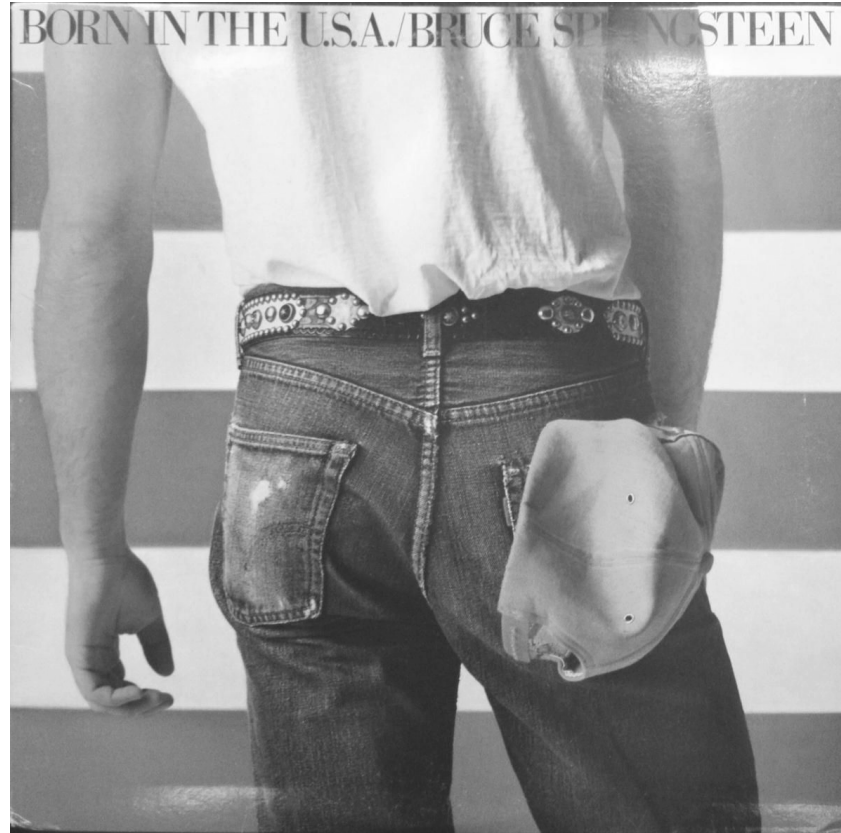
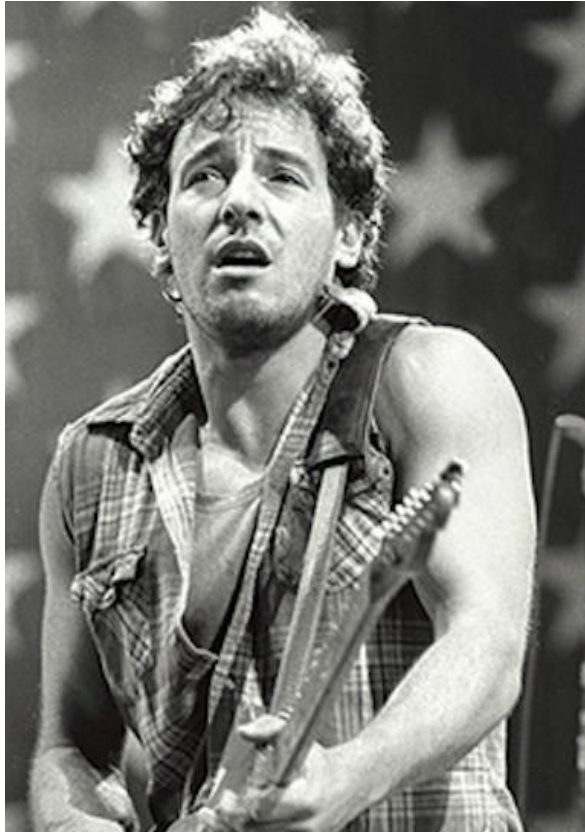
THE
BEATLES

LET IT BE

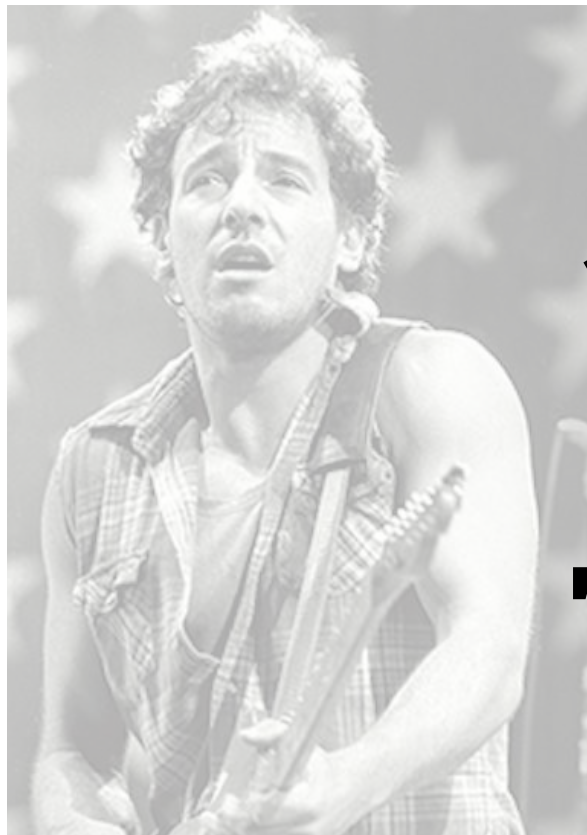
36
TIMES!



@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple



**14
TIMES!**

@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple

5TH GRADERS & DRUNK PEOPLE.



@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple



@BillSvoboda
@CloseSimple



THE WORD “SHAKE”

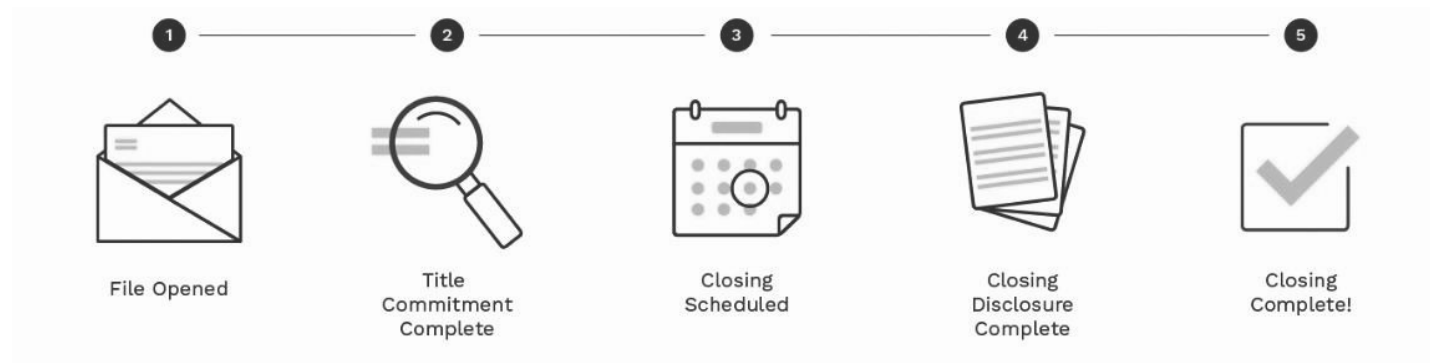
69
TIMES!

@BillSvoboda
@CloseSimple

IF THIS IS ALL TRUE, WHAT COULD *SIMPLIFICATION* & *REPETITION* MEAN FOR YOUR BUSINESS?

HOW EASY IS IT FOR PEOPLE TO SING ALONG WITH YOU?

“LOOK... WE BASICALLY CREATED A PIZZA TRACKER FOR TITLE.”



@BillSvoboda
@CloseSimple

WHAT IS ONE THING YOU CAN DO TO CREATE A MORE *REMARKABLE* EXPERIENCE FOR YOUR CUSTOMERS?

REMARKABLE: *WORTHY OF BEING NOTICED & TALKED ABOUT.
SOMETHING YOU CAN'T KEEP TO YOURSELF & SOMETHING WORTH
TALKING ABOUT TO ANYONE & EVERYONE YOU KNOW.*

@BillSvoboda
@CloseSimple

YOU DON'T NEED TO ADVERTISE A GOOD PARTY.

- | TAKE OFF YOUR CAPE.
- | MAKE MOVES, OR GET MOVED.
- | MAKE THEIR BUTT LOOK GOOD.
- | OWN YOUR BLOCK.

- | Email: bill@closestimple.com
- | Free Stuff For You: www.CloseSimple.com/TOMFORD

@BillSvoboda
@CloseSimple



5 //
PERSEVERE, HUSTLE
& DO NOT STOP.

@BillSvoboda
@CloseSimple