



Breaking the Double Helix Trap

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@barrymoltz

SUCCESS



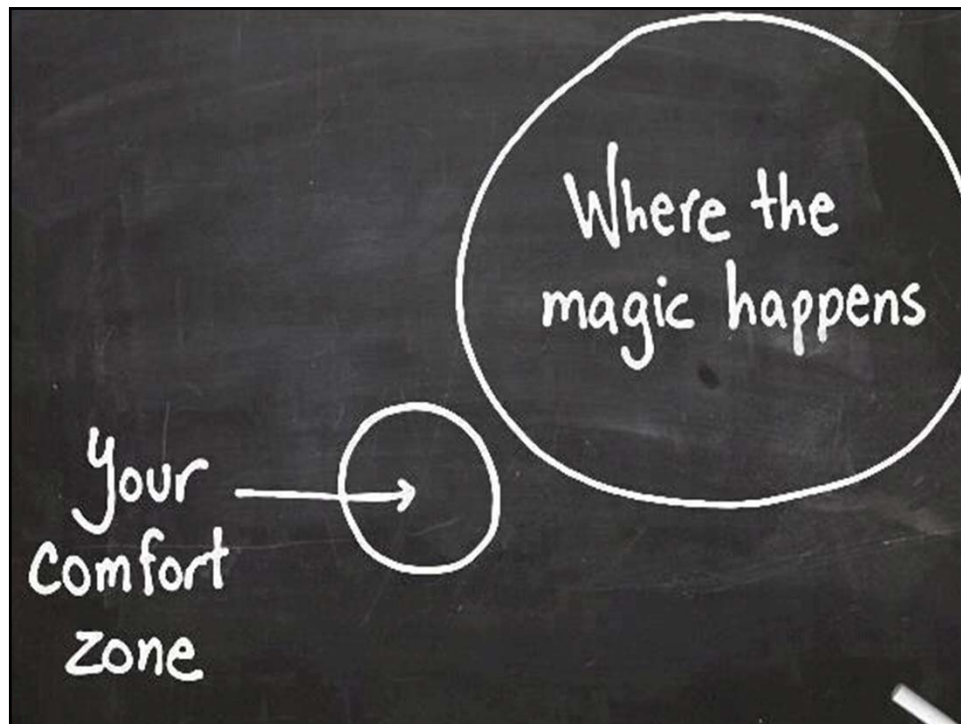
**WHAT PEOPLE THINK
IT LOOKS LIKE**

SUCCESS

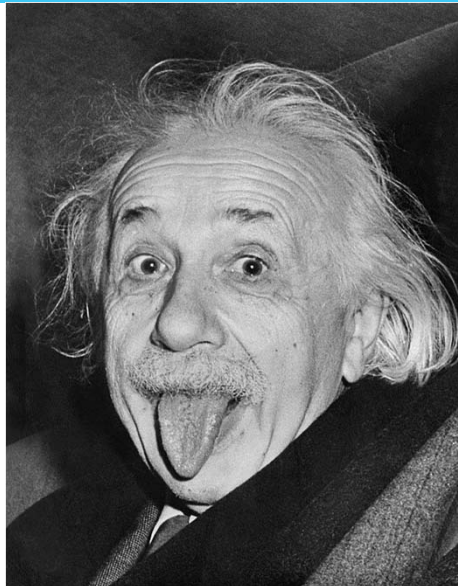


**WHAT IT REALLY
LOOKS LIKE**

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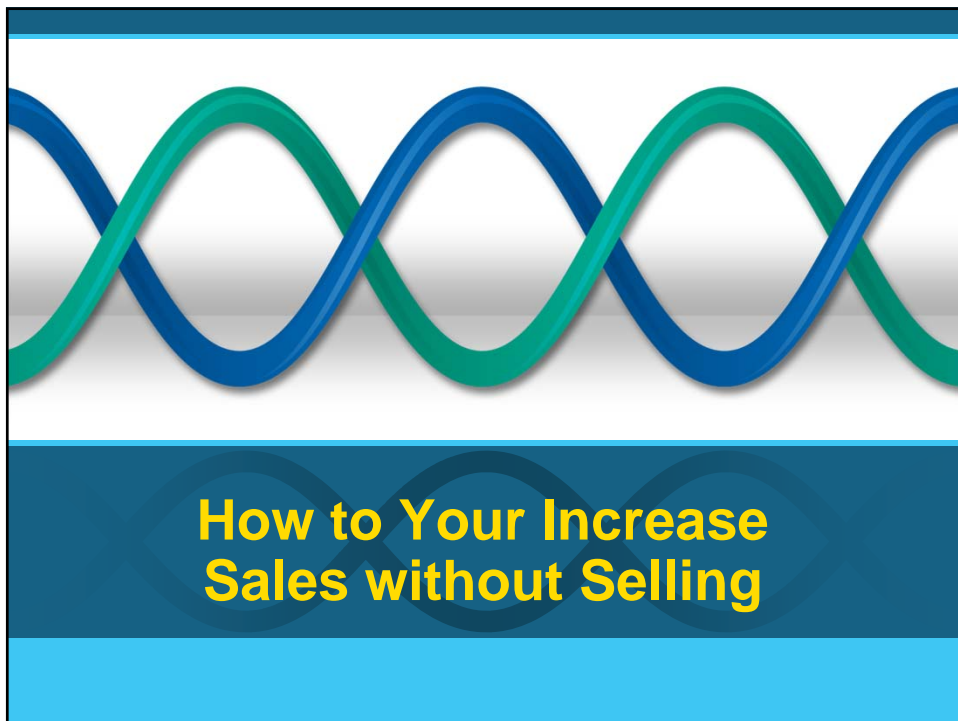


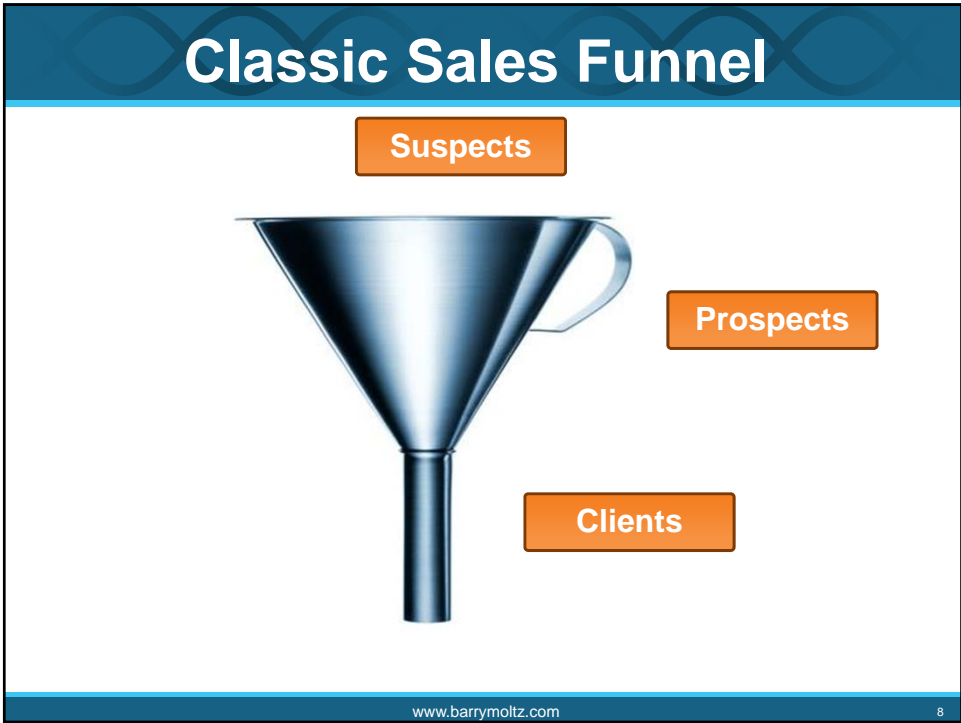
Rules of Engagement

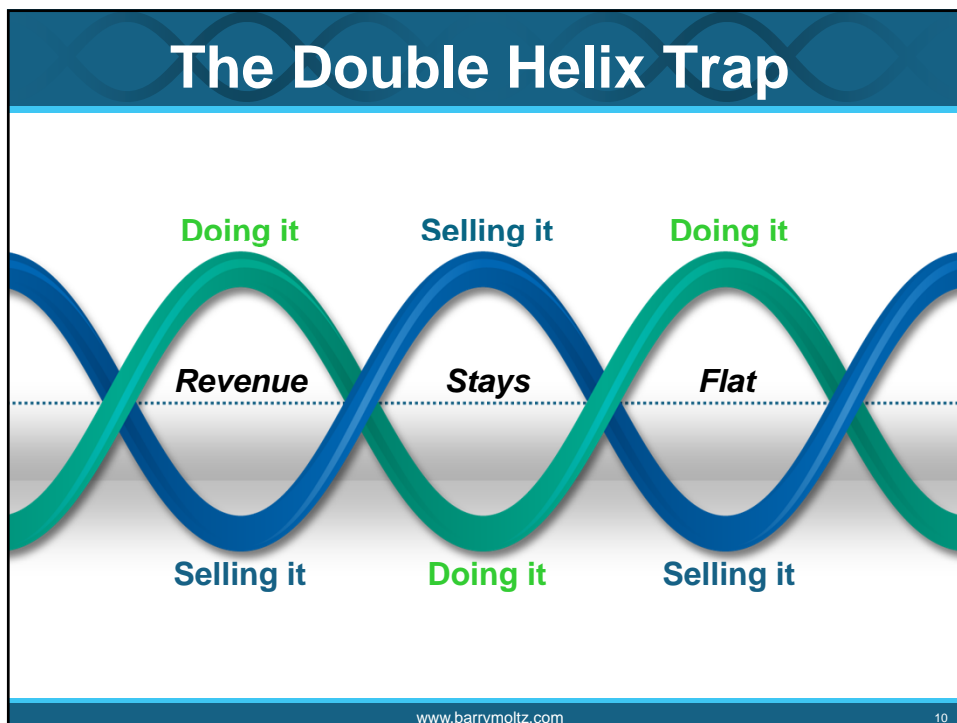


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Strategy 1

Systematic Relationship Ratings



The Problem:

Prospects are random or rare

The Story:

Working Your Network Woo!

Solution:

Create relationships + sales will come

A system to manage your prospects, customers, and influencers to get repeat customers

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#1 Rule of Sales

People buy when they are in pain
and have money to solve it

A processing fee per order is applied in addition to the delivery price per order listed below.

Deliver My Tickets	Price Per Order	Please Note
US Customers		
<input checked="" type="radio"/> TicketFast®: NOW (Recommended) What's this?	US \$2.50	The quickest delivery method available. Print your own tickets at your convenience!
<input type="radio"/> UPS: 2 - Business Day Evening	US \$18.50	by 7:30 pm in 2 business days - undeliverable to PO Box or APO/FPO addresses.
<input type="radio"/> UPS: 2 - Business Day Morning	US \$19.50	by 12 noon in 2 business days - undeliverable to PO Box or APO/FPO addresses.
<input type="radio"/> UPS: 3 - Business Day Evening	US \$14.50	by 7:30 pm in 3 business days - undeliverable to PO Box or APO/FPO addresses
<input type="radio"/> UPS: Saturday	US \$25.00	by noon on Saturday. Order must be placed by Wednesday prior - undeliverable to PO Box or APO/FPO addresses.
<input type="radio"/> Standard Mail	No additional charge	Your tickets will be mailed to your billing address within 10 to 14 days of your purchase in a plain unmarked white envelope.
<input type="radio"/> Retail Outlet Pickup	US \$3.00	Avoid long lines and pick up your tickets at a participating Ticketmaster Retail Outlet. The cardholder must be present with a picture ID, the physical credit card or gift card used to place the order (excluding single use temporary cards), and the order number. Certain geographic restrictions may apply.

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#2 Rule of Sales

We can't sell anything to anybody, we need to be there
when people are ready to buy



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#3 Rule of Sales

If you can't get found, you will never be chosen



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Strategy 1

Systematic Relationship Ratings



Step 1

Collect them all into one place
all your relationships

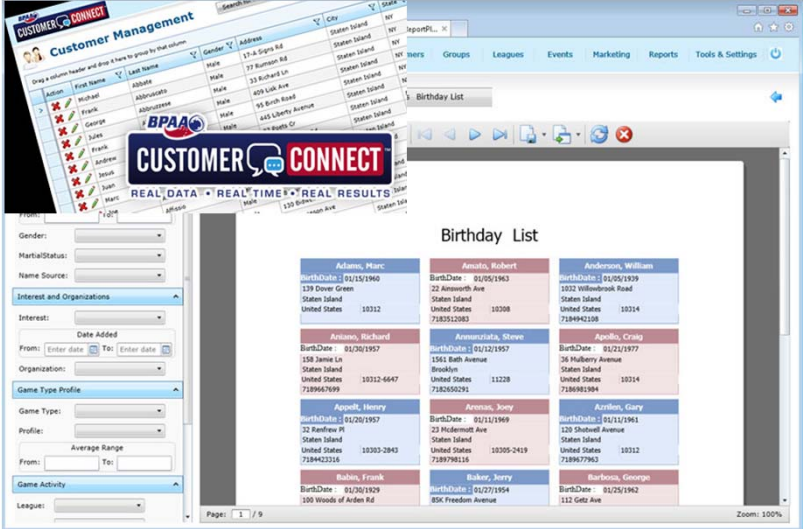
Who are your:

- Bowlers
- Prospective Bowlers
- Personal Contacts
- *Influencers*
- *Connectors*

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BPAA “Customer Connect”



The screenshot displays the BPAA Customer Connect software interface. The main window is titled 'Customer Management' and features a list of customers with columns for Name, Gender, Address, City, and State. A 'Birthday List' window is open, showing a grid of customer information. The grid includes columns for Name, Birth Date, and Address. The BPAA logo is prominently displayed in the center of the interface.

Customer Management Table:

Name	Gender	Address	City	State
Michael	Male	17-A Sigma Rd	Staten Island	NY
George	Male	37 Richmond Rd	Staten Island	NY
John	Male	23 Richmond Ln	Staten Island	NY
Frank	Male	409 Oak Ave	Staten Island	NY
Mark	Male	44 Birch Road	Staten Island	NY
Mark	Male	445 Liberty Avenue	Staten Island	NY

Birthday List Table:

Name	Birth Date	Address
Adams, Marc	01/15/1960	129 Dover Green, Staten Island, United States 10312
Amato, Robert	01/05/1963	22 Amersworth Ave, Staten Island, United States 10308
Anderson, William	01/05/1939	1032 Wilberbrook Road, Staten Island, United States 10314
Amato, Richard	01/20/1957	158 James Ln, Staten Island, United States 10312-4647
Amato, Thomas	01/12/1957	1561 Bath Avenue, Brooklyn, United States 11228
Amato, Craig	01/21/1977	36 Mulberry Avenue, Staten Island, United States 10314
Appel, Henry	01/20/1957	32 Rand Ave R, Staten Island, United States 10305-2843
Arnone, Tony	01/11/1969	23 Hickmott Ave, Staten Island, United States 10305-2419
Austin, Gary	01/11/1961	128 Shadwell Avenue, Staten Island, United States 10312
Babin, Frank	01/30/1929	100 Woods of Arden Rd, Staten Island, United States 10312
Baker, Jerry	01/27/1954	85K Freedom Avenue, Staten Island, United States 10312
Balaban, George	01/25/1962	112 Gatz Ave, Staten Island, United States 10312

Where to find them?

Strategy 1



- Email Contact List or Sent File
- Other Computer Data Bases
- Trade Show attendance lists
- Cell Phone address list
- Old Business Cards
- Personal Address Book

Strategy 1

Systematic Relationship Ratings



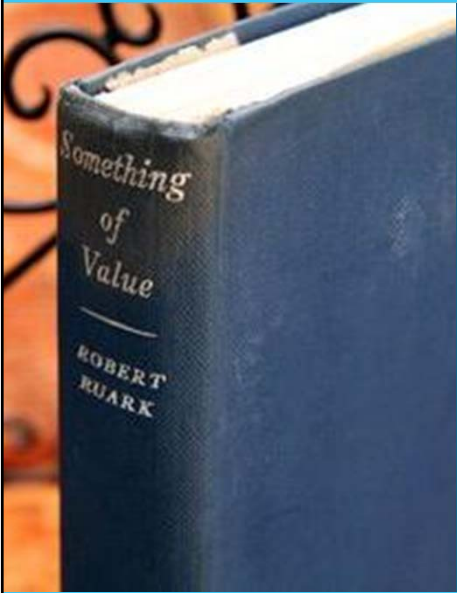
Step 2

Identify the top 100 prospects, influencers or connectors and order their importance

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Strategy 1

Systematic Relationship Ratings



Step 3

Implement

- Sending something of value “personally” every month to build a credible relationship

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Strategy 1

Relax! Build Relationships **Not** Sales

**your
biggest
mistake
is thinking
that this
is about
you.**

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Strategy 1

Systematic Relationship Ratings

Value Examples:

- Follow up on a significant event that you know about (birthday, anniversary)
- Are they going to a particular local event?
- Recent articles, useful tools and books
- Identify a resource for them or make a connection

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No Product Selling

Value Examples for My Center:



- How to run the perfect tournament for your friends
- The key to a successful fundraiser
- What can you do on a snowy/hot night?
- How to keep your teenager out of trouble

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Strategy 1

Systematic Relationship Ratings

Steal These Titles:

- “Saw this and thought of you”
- “I know you appreciate a good (book/resource)”
- “I have an idea for you”
- “Here is a great connection for you”
- “My wife thinks I am having an affair...”

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The Most Successful Email



HEY!

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Strategy 1


“News Jack” Your Brand




“We are not the IRS, but we are targeting you”
 “A bigger surprise than Kim and Kanye...”


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LIVE CUSTOMER SERVICE
1-800-480-1360
SCHEDULE YOUR APPOINTMENT





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March Madness Indeed!




FSL 2013
reasons to give...

- ▶ to learn
- ▶ to grow
- ▶ to transform

make a gift ▶

To many March Madness signifies the college basketball tournament where 100s of teams compete and become the *Sweet Sixteen*, the *Elite Eight* & the *Final Four*. To us on the Parents Fund team, March Madness is those parents who do not donate to *The Parents Fund*. Please be among our *sweet* and *elite* donors in 2013, before the *final* May 31 deadline. Begin your spring with a fresh feeling of appreciation and gratitude from all of our students and our Princeton Review # 1 ranked faculty.

Before the robin comes bob bob bobin' along, give the gift of a Sarah Lawrence education by donating to *The Parents Fund* today!

Happy Spring!

PARENTS
FUND
FOR
SARAH
LAWRENCE

1 Mead Way
Bronxville, NY 10708
[914-395-2533](tel:914-395-2533)
www.slc.edu/give

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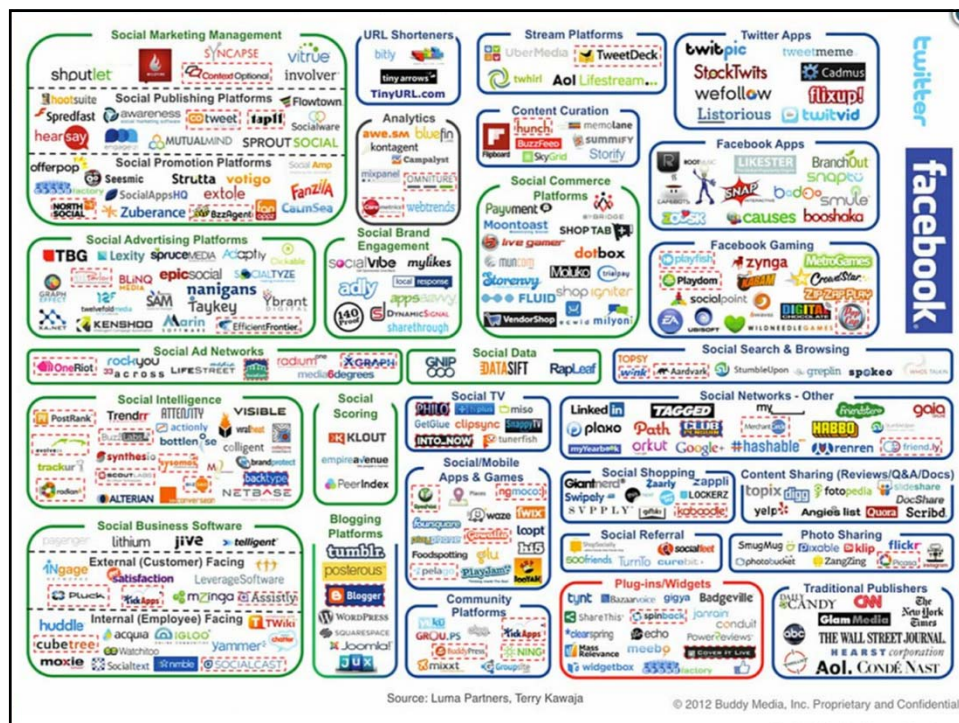


Systematic Relationship Ratings

Step 4

Internalize Every Day

- Be there when people are ready to buy
- 3 months to form a habit for the entire cycle



Social Media Explained



➤ I need to go pee

facebook

➤ Look, I just peed

LinkedIn

➤ I am really good at peeing

foursquare

➤ This is where I peed



➤ Let's hangout and all pee together



➤ Here are all the other people peeing

YouTube

➤ Wow, look at me peeing

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The Marketing Mix



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Don't Ever Ever...

Every Phone Should
have this feature



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Get on The Wheel

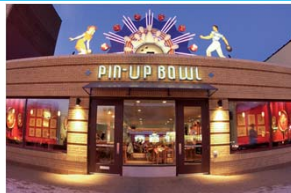


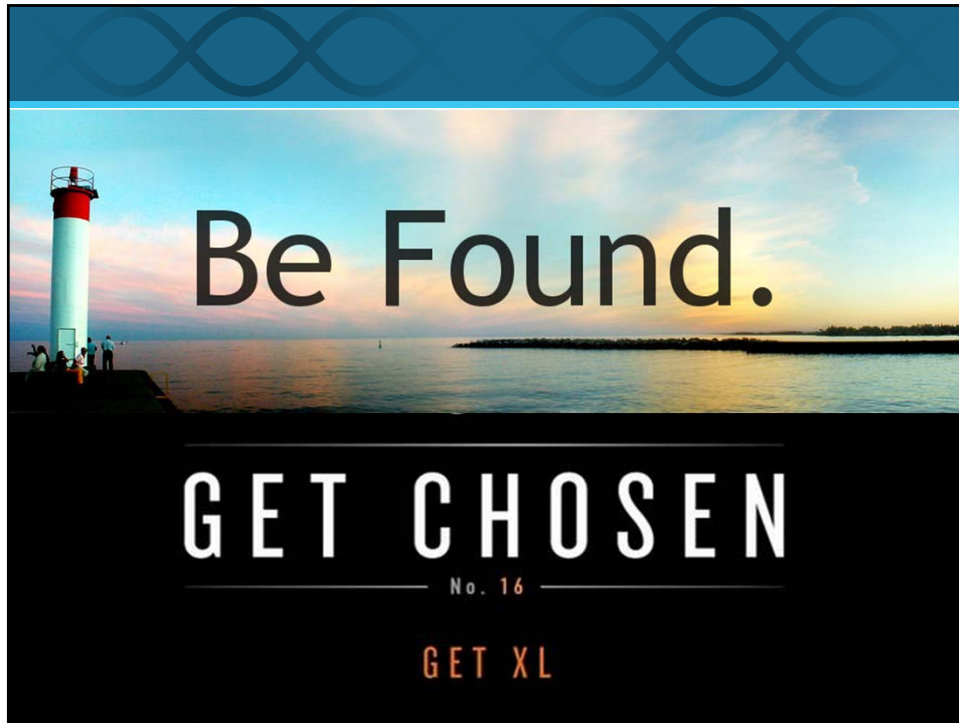
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The “Maybe” Pile







#1 What is the Best Way to Keep A Bowler?

- ☐ A. Keep prices low
- ☒ B. Build relationships
- ☐ C. Send them an iPad

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#2 What is the Best Way to Find New Bowlers?

- ☐ A. Advertise
- ☒ B. Find who has the pain you solve
- ☐ C. Send their kid an Xbox

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#3 Which Social Media Tools Are Best to Use?

- ☒ A. Wherever my the bowlers are
- ☐ B. Facebook, Twitter, LinkedIn
- ☐ C. Ask any teenager

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#4 What is SEO?

- ☐ A. Spam Email Obliteration
- ☒ B. Search Engine Optimization
- ☐ C. So Exceptionally Obvious

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#5 What is SEM?

- ☒ **A. Search Engine Marketing**
- ☐ **B. Serving Egotistical Managers**
- ☐ **C. Sell Everything Monday**

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#6 What Type of Paid Advertising Do I Buy?

- ☐ **A. The cheapest**
- ☒ **B. Only what is traceable and trackable**
- ☐ **C. Whoever offers me free tickets**

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#7 What Does Google Search Value Most?

- ☒ A. New Brand Content
- ☐ B. Keyword Tags
- ☐ C. Outbound Links

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#8 What do I do when bowlers talk trash about the center?

- ☐ A. Ignore them
- ☒ B. Respond with empathy and a solution
- ☐ C. Hack their email

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#9 Finally, how Can My Center Get Found?

- ☐ A. Super Bowl Ad
- ☒ B. Build a systematic marketing plan
- ☐ C. GPS

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5 More Steps...

Be There When People Are Ready to Buy



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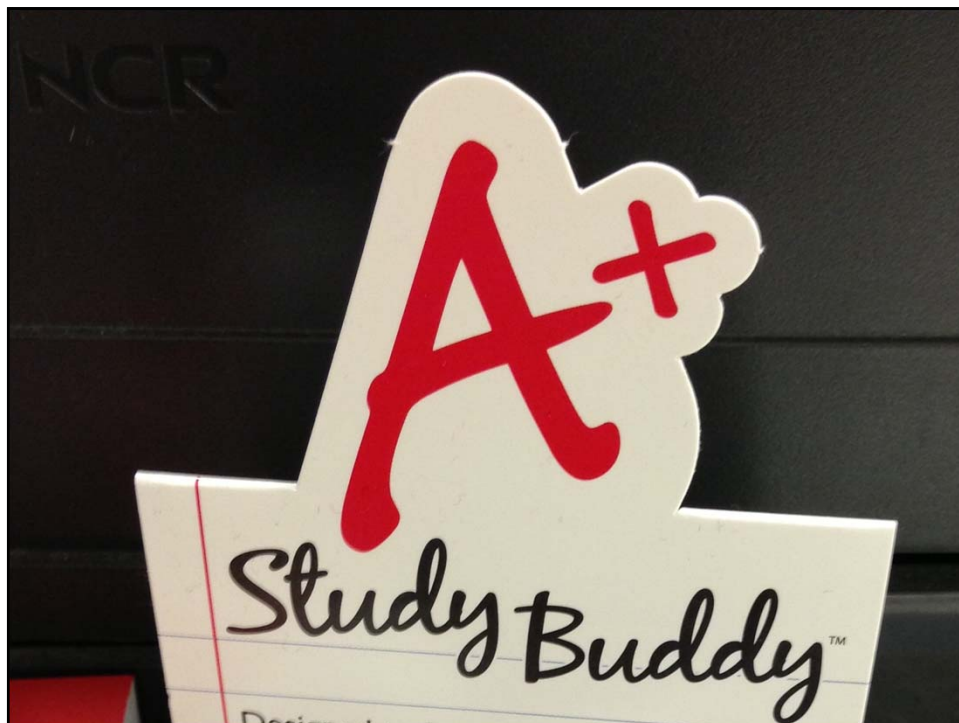
1. Branding Sets You Apart from the Competition



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Pick your customer first!

**“My center helps _____
who are _____ *(their pain)*”**

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Why is your center the best?

**“My Center is the
only one that
_____”**

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Finding the Right Adjectives



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practice

what you

preach

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Brand Promise



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Brand Sets Expectations



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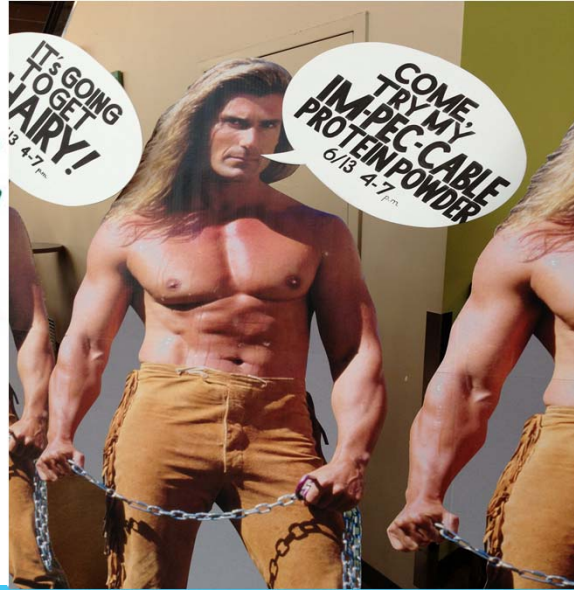
Good Branding?



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The Odd Couple

**WHOLE
FOODS**
MARKET



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What is the brand promise?



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A Brand Getting Personal



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2. Advertising

- **Print, Online, Mobile and Others**
- **“Testable and Traceable”**
- **Search Engine Optimization**
- **Search Engine Marketing**

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How Important is Mobile?



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3. Online Presence



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Photos

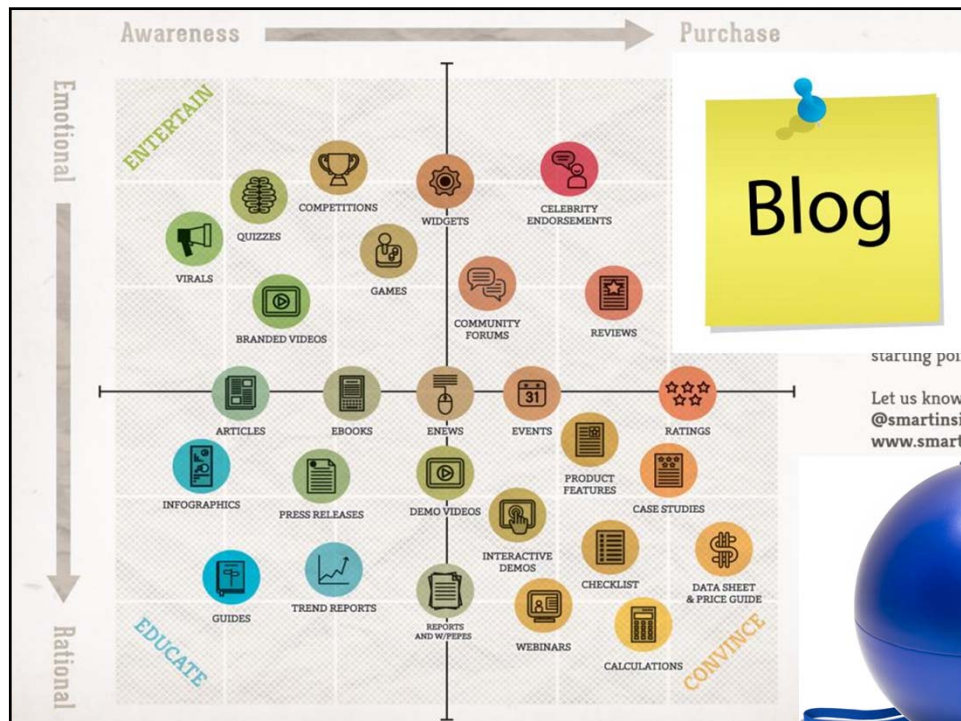


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Videos



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How do customers find you?



- ***"Relevant Content"***
- ***"Tag your web site for SEO"***
- ***"Test search engine marketing"***

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4. Physical Presence



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Location =

Where ever prospects shop!



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People are Talking About You!

No, no...
This isn't gossip.
It's the truth.



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5. Reputation



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Reputation Is Forever



"Be consistent on social media"

"Post relevant content weekly"

"Track your reputation daily"

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Want a Copy of the Slides?



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MAY YOUR LIFE
SOMEDAY BE AS
AWESOME
AS YOU **PRETEND**
IT IS ON **FACEBOOK.**



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