

"Fries with that?"

Is this really about selling more fries?

McDonald's practically made this everybody's rally call when ordering a meal. It started with a question and then became a cultural trademark.



It starts with a Brand

Whether it is McDonalds, Apple, Best Buy, Lowes, Jiffy Lube or Starbucks, it starts with an idea. Somewhere, at some time or another, someone said they had a widget. This widget matters. In fact, it is more than the widget. It is the way you get it. It is the overall experience you will have when you get this widget. That is what we sell.

Maybe it is a differentiator like speed of service, a warm or cool environment, knowledgeable and helpful employees or a consistent experience. A reality where the widget is secondary to what the brand has to offer a customer.

Then it takes the Rep

This is the ultimate test of a brand...of an organizations ability to deliver their brand or value proposition...when the rep takes over.



Take Starbucks. A global brand with 20,000+ stores worldwide. A store where a barista is asked to do more than just sell coffee. You don't

have to like or even drink coffee to be aware of what Starbuck's represents in the retail space.

And consistency is their thing...from Vancouver to Venice, the widget is the experience. A barista does that every time. How? In a word, training. And the coaching and empowerment that follows. What they are asked to do with each customer:

- Smile
- Make Eye Contact
- Thank you
- Call drink
- Say your name

What you need to do now

- Go visit a store...maybe one of these retailing categories:
 - Wireless Retailer
 - Automotive
 - Food and Beverage
 - Consumer Electronics
 - Beauty or Barber Shop
- Be a customer & pay attention to the:
 - Greeting
 - Engagement
 - Positioning
 - Closing
 - Finishing Touches
- Evaluate the overall experience.
 - What was different or unique?
 - Did you buy? Or buy more?
 - Did you enjoy the service?
 - Would you go back again?
 - Would you recommend them?

Part Two: Tackling the "Why" behind executing a culture experience...