

People, Purpose and Passion-
All Y'all

Welcome to your Trench
Marketing session

Trench Marketing, an Operations based Program

Welcome!

As you're getting settled,
please "like" my page on
Facebook so that you can
ask me any future
questions.

Marketing
from the
Trenches
Your Guide to Retail Success

How to grow your business from
behind your counter

Rudolf J. Waldner

Sound Check



Everything Counts





Today's Agenda

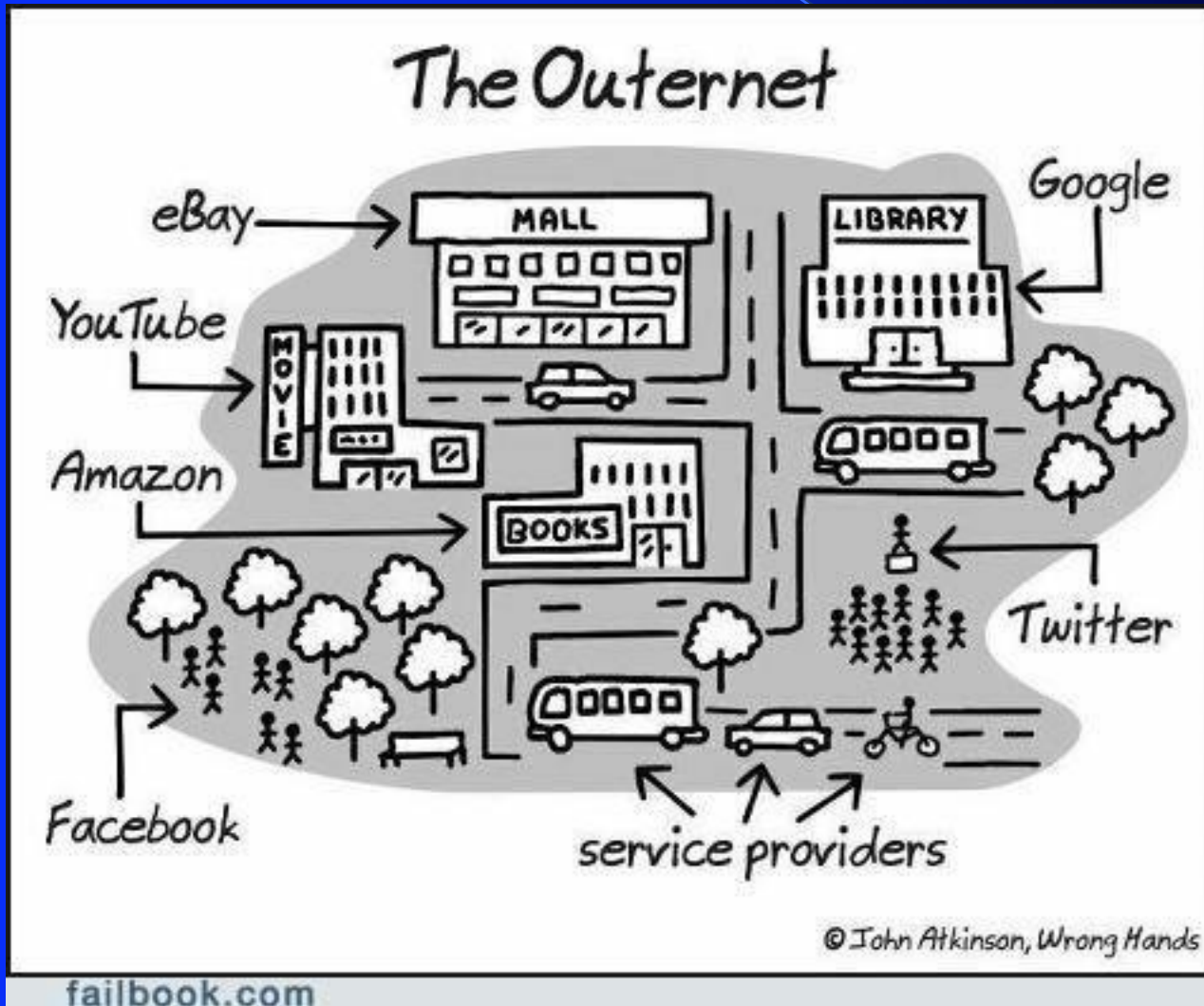
Part 1 – Trench Marketing

Part 2 – The Power of Three

Part 3 – Q & A

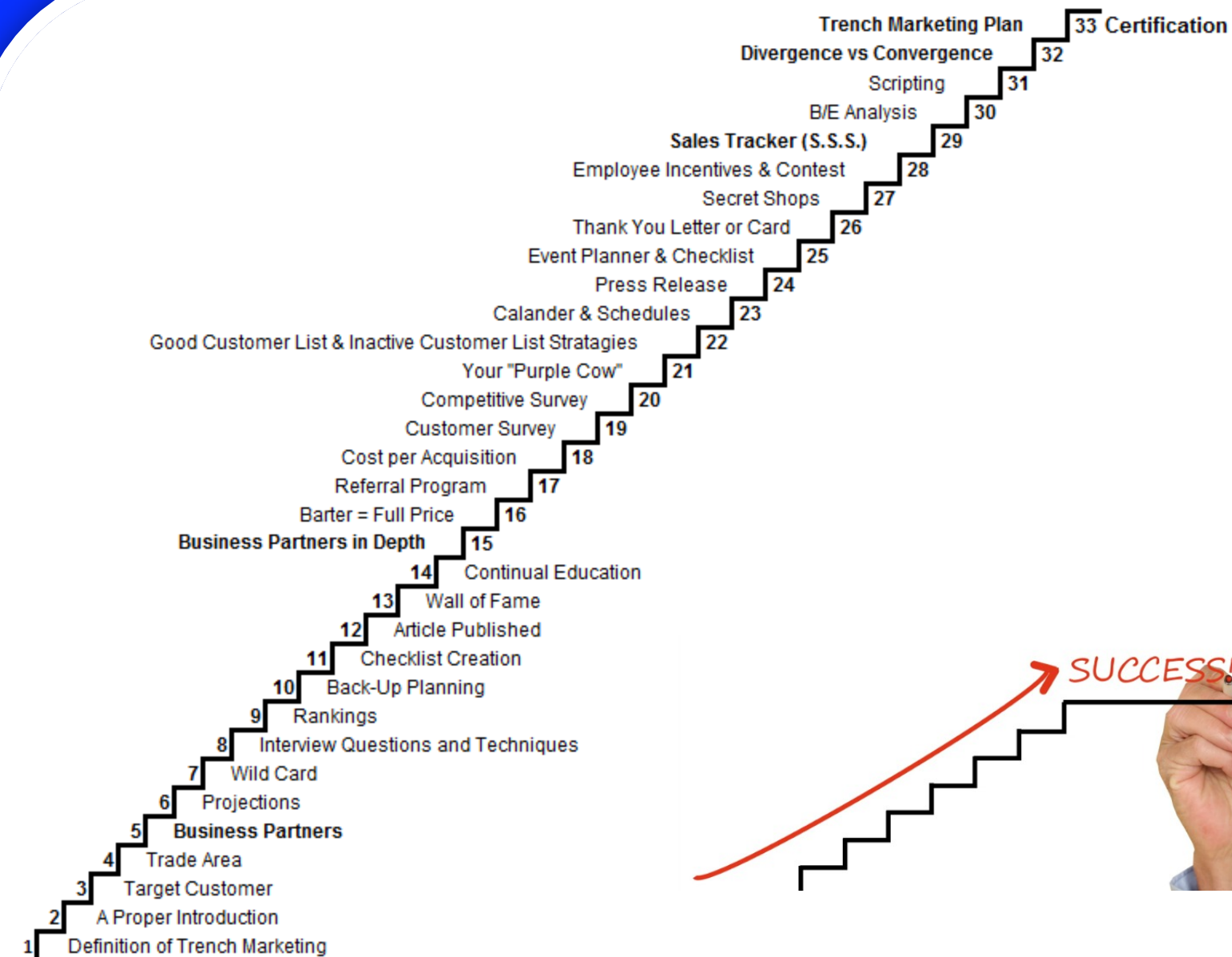
Part 4 – Happy Hour

What this is NOT



Why this is important

- 90% of businesses close year one
 - In the restaurant business, 90% close in under seven months
- Of the 10% that survive year one, 80% close in year two
- So – Out of 100 businesses opened, TWO will survive in to year three



www.Trenchmarketer.com

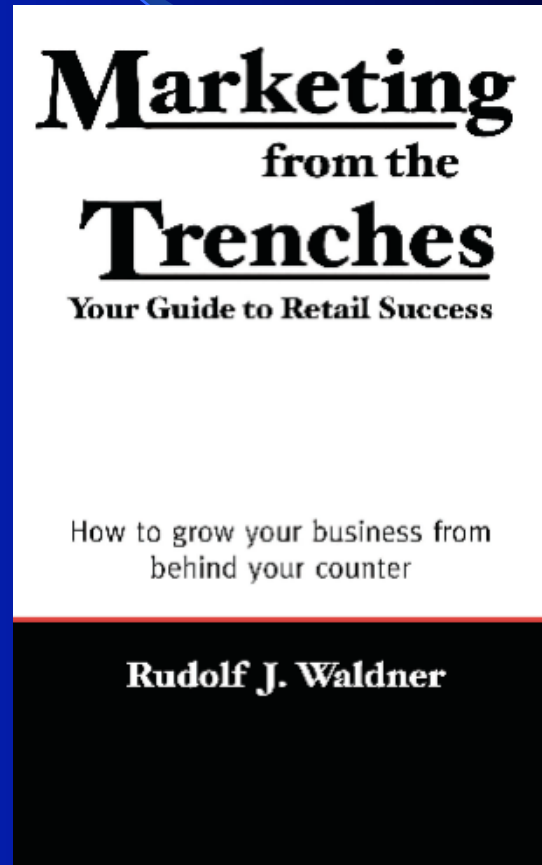
“Marketing from
the Trenches”

The 3 “P”s

1. PEOPLE

2. PLACE

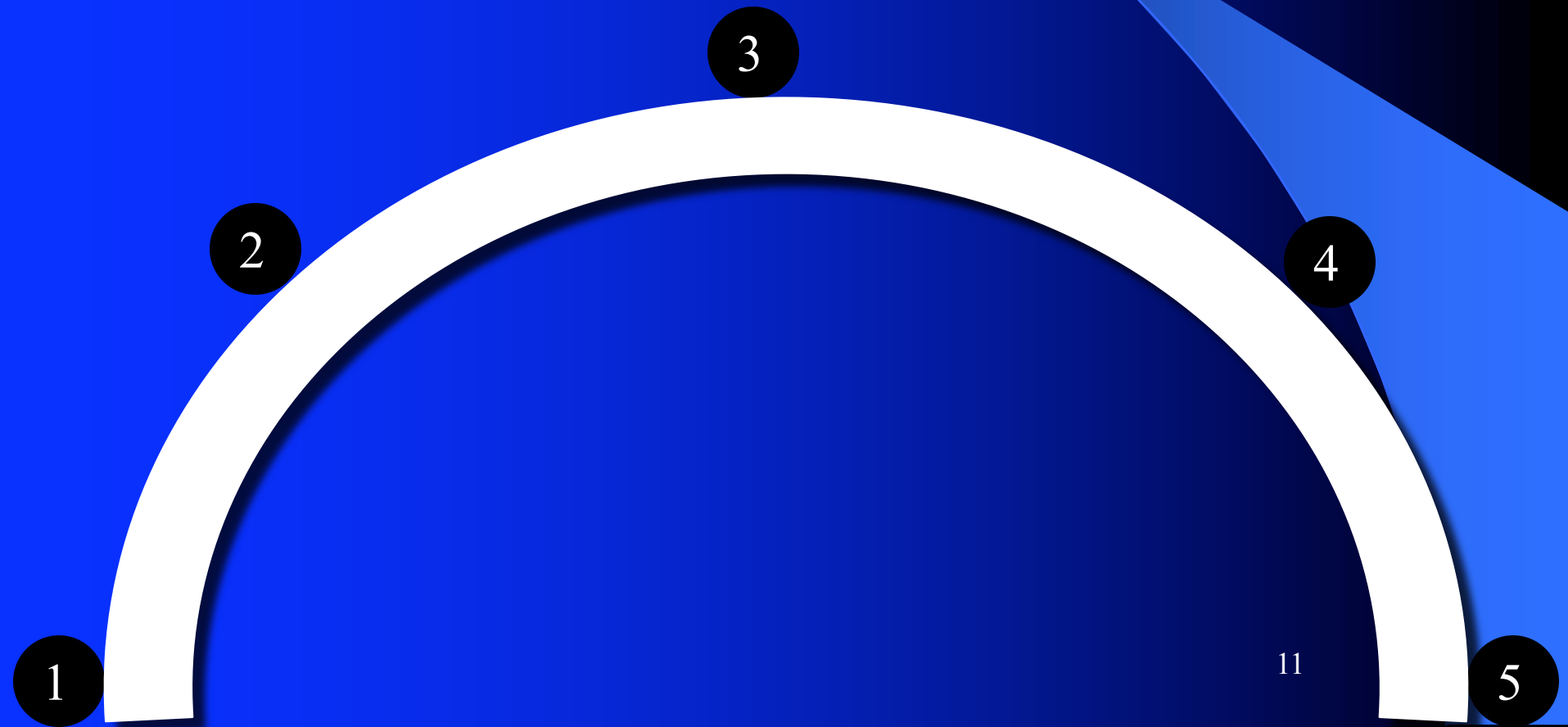
3. PARTNERS



People

Marketing from the Trenches

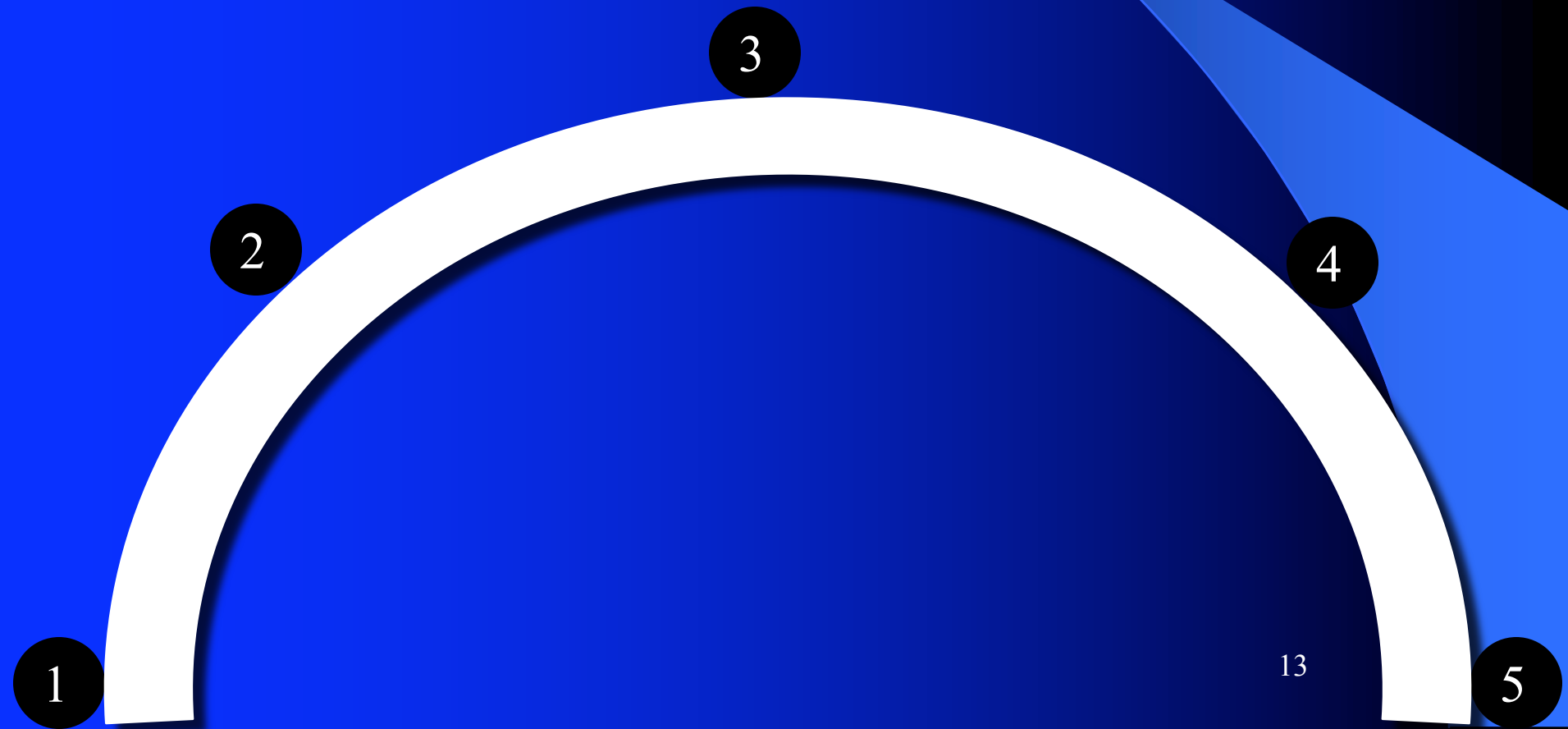
Arc of Success



Arc of Success

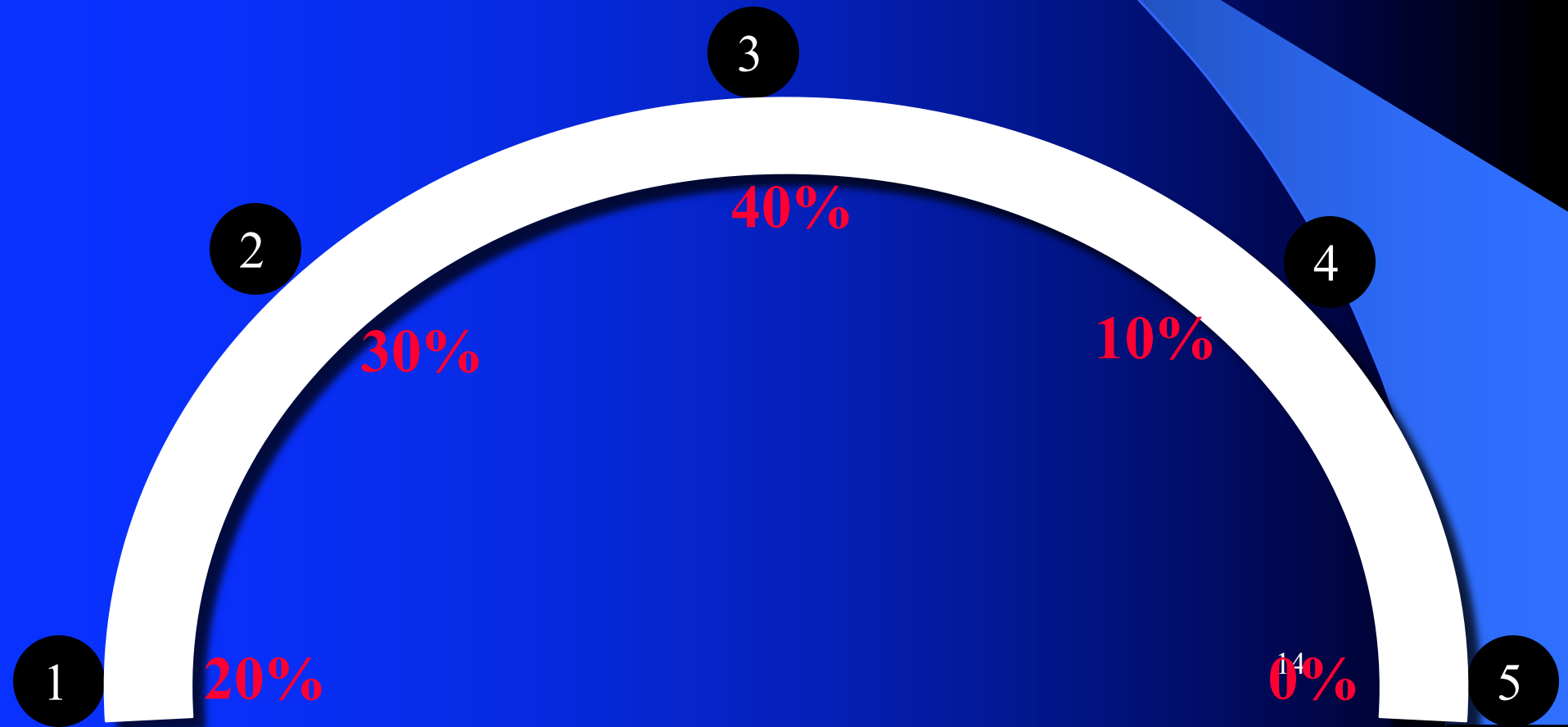
- 1 Super Stars – Bonus Earners
- 2 Great Employees
- 3 “Whelmers”
- 4 Borderline
- 5 Need to be Upgraded

Arc of Success



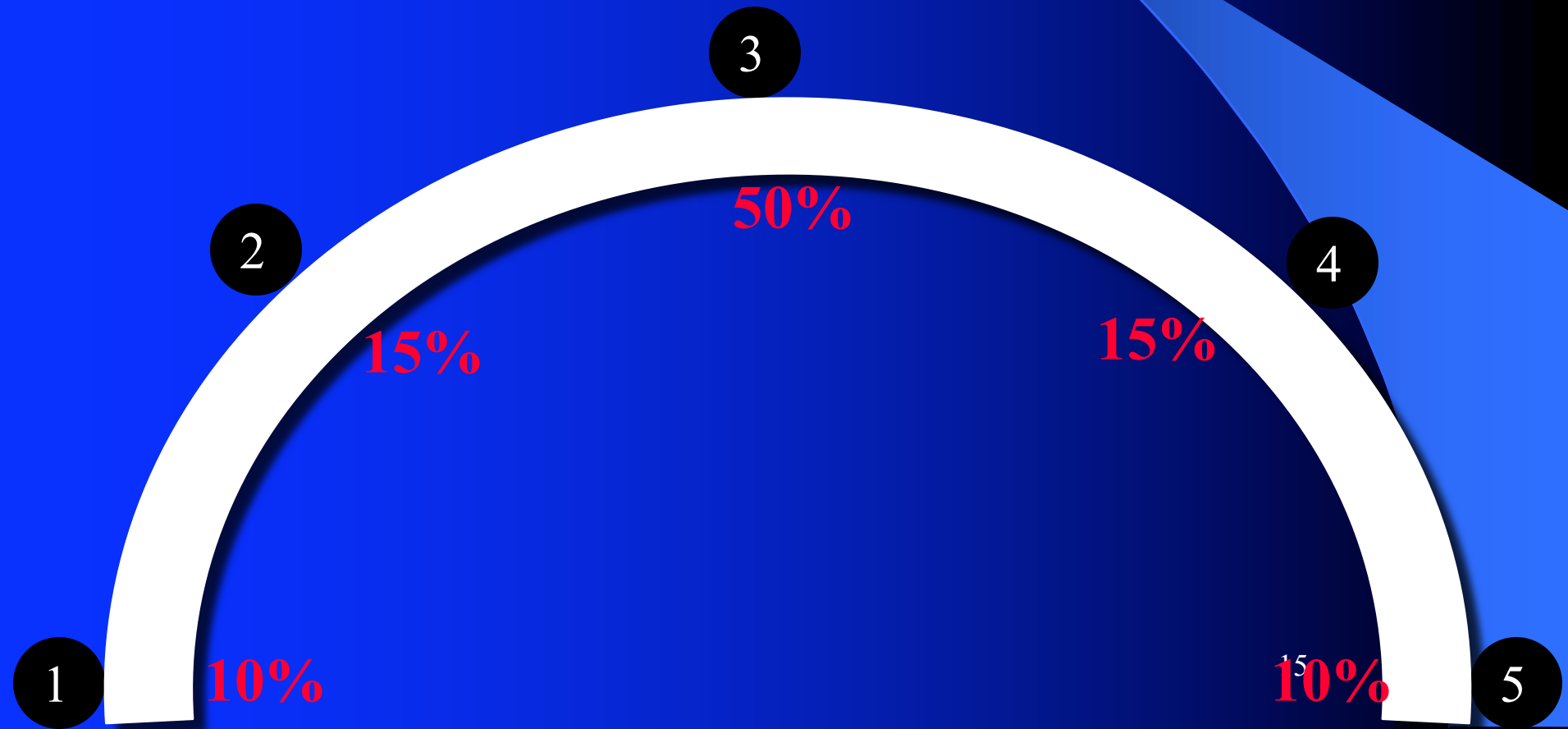
Arc of Success

1st Take



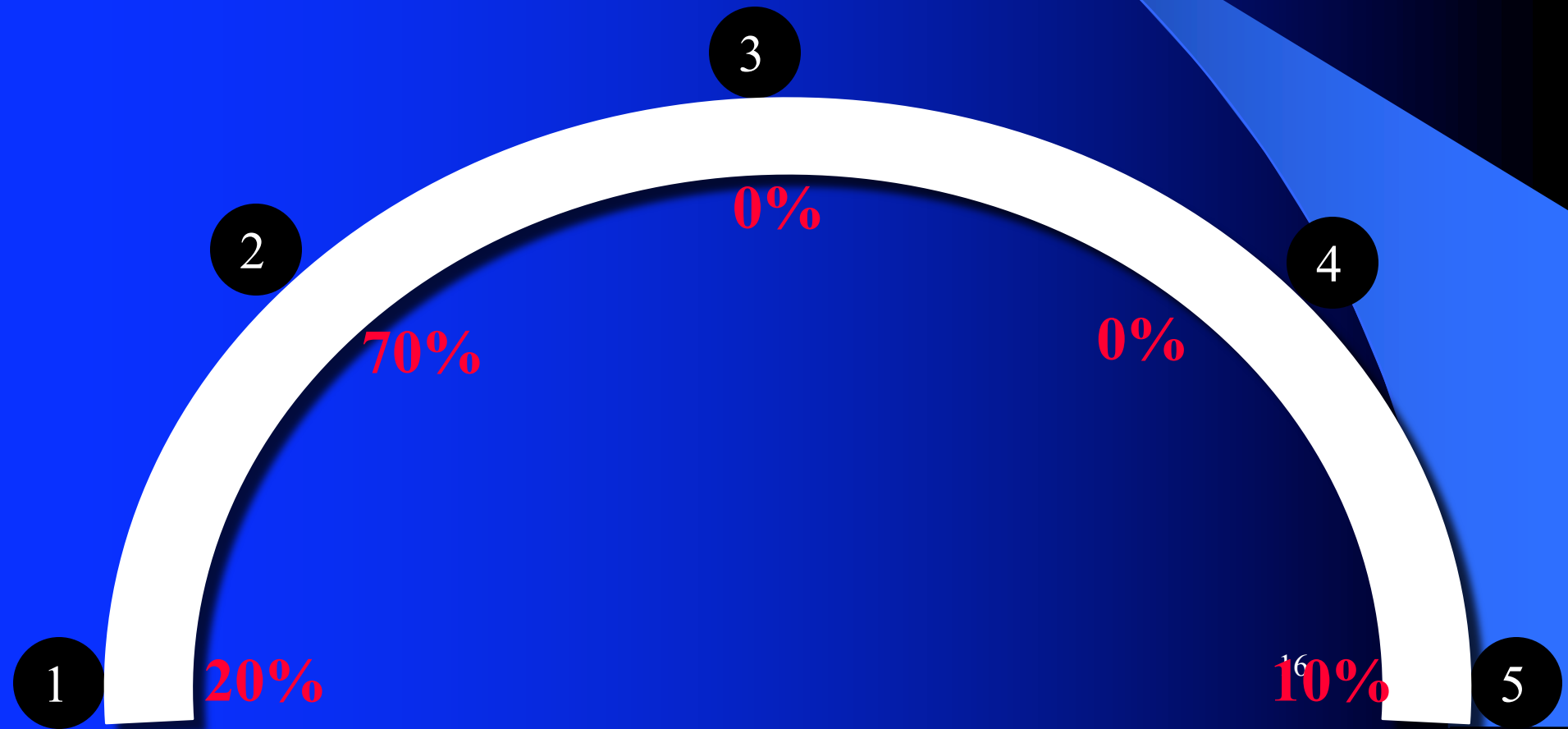
Arc of Success

Reality



Arc of Success

MftT's 3 "P"s-(GE Model)



What Motivates Employees?

Top 10

	Supervisors	Employees
Good Wages	1	5
Job Security	2	4
Upward Mobility	3	7
Good Conditions	4	9
Interesting Work	5	6
Management Loyalty	6	8
Tactful Discipline	7	10
Appreciation	8	1
Understanding Attitude	9	2
Feeling "in"	10	3

What actually Motivates Employees

Top 10 - High to Low

Appreciation	1
Understanding Attitude	2
Feeling "in"	3
Job Security	4
Good Wages	5
Interesting Work	6
Upward Mobility	7
Management Loyalty	8
Good Conditions	9
Tactful Discipline	10

“Everyone Has Peak Performance Potential; You just need to know where they are coming from, and meet them there”

Place

Marketing from the Trenches

PLACE

- Cleanliness = Credibility
- Endorsements = Credibility (Wall of fame)
- The 5 Senses
 - Sight (Maximize Signage, use of Colors)
 - Sound
 - Smell
 - Taste
 - Touch

The 5 Senses

SIGHT

- Maximize Logo Usage by using on all printed materials including bags, banners, receipts, mailers, etc. Line Maps!
- Every color stands for something. Red is the first color that an eye processes. Black on white can be seen from the furthest distance.

PMQ Magazine 09/10

The 5 Senses

SOUND

- You might not want to play Rap in a dentist's office. Play something appropriate. Always.

The 5 Senses

SMELL

- A subtle aroma has a potent effect on shoppers. When we smell something it activates the limbic system which triggers emotions, memories, and a sense of well-being. When a prospect is presented with an enjoyable scent and visual image, they perceive the experience to be more pleasant and memorable.
- Sony Stores waft a customized vanilla blend
- The Nike Test. Floral scented room. Same sneaker. 84% preference. \$10 higher perceived value.

Men's Health 12/09

The 5 Senses

TASTE

- Customer Appreciation Events
- Cross Promotions
 - Exposure to your customer base
 - Sampling drives sales 600%
 - Added value for your customer at no cost to you

The 5 Senses

TOUCH

- In small business, a handshake “seals the deal”
- If prospects spent 30 seconds instead of just 10 seconds touching an object, they’d be willing to pay more for it. “Touch” begins to form an attachment in less than one minute

Men’s Health 12/09

The Corner Store

“Local retailers, when compared to leading chain competitors, recirculate revenue within the local economy at twice the rate, and on a per square foot basis, have four times the economic impact.”

Urban Conservancy, 2009

Partnerships

Marketing from the Trenches

PARTNERSHIPS

- Sponsorships
- On-Site events
- Off-Site events
- Sampling

PARTNERSHIPS

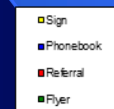
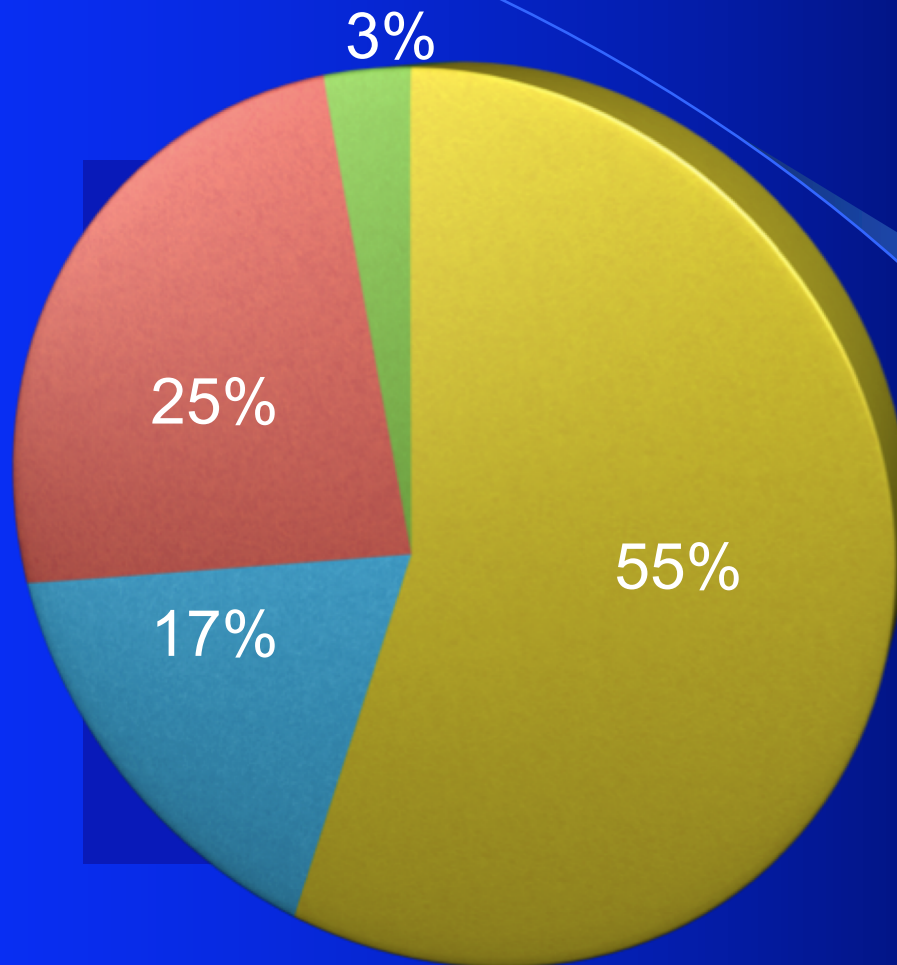
- Forming Business Partnerships
 - Who you know
 - Business Neighbors
 - Where your customer goes

PARTNERSHIPS

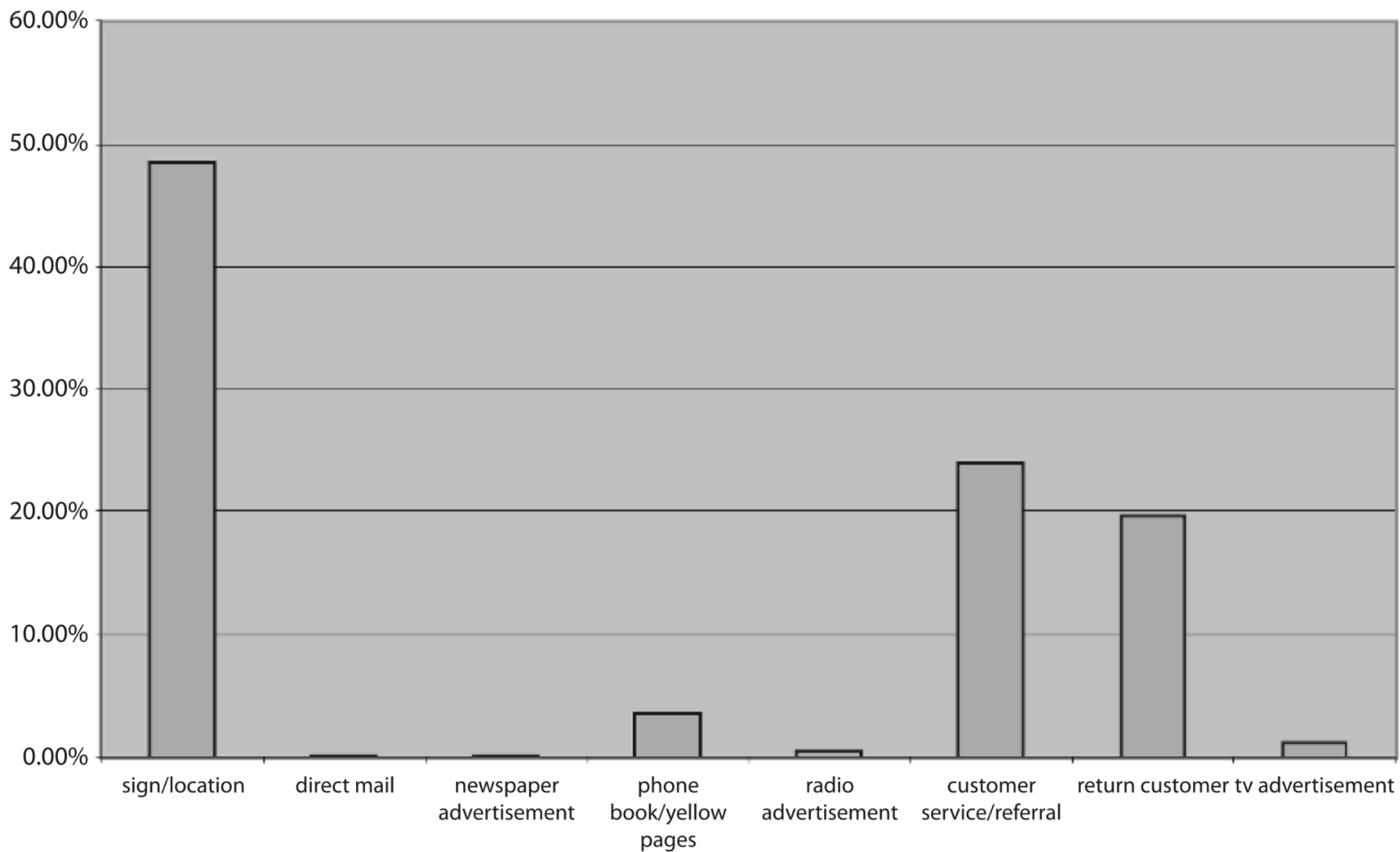
- Forming Business Partnerships
 - Who you know
 - Which social, industry, and professional groups do you belong to, have belonged to, or do you understand? Look creatively at your resume', work experience, physical habits, and hobbies and compile a list of all the groups, past and present that you can associate yourself with.
 - The 4-Hour Workweek. By: Timothy Ferriss

Hard Proof

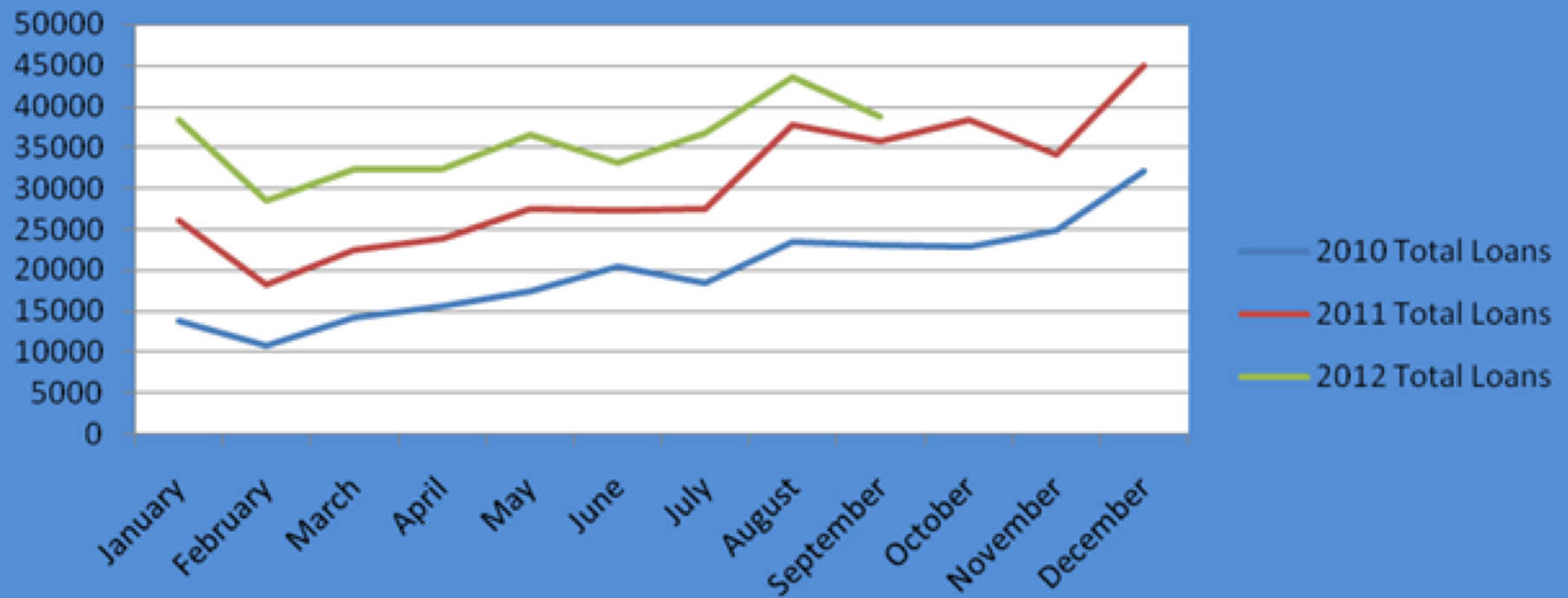
Marketing from the Trenches



Detailed Source Analysis



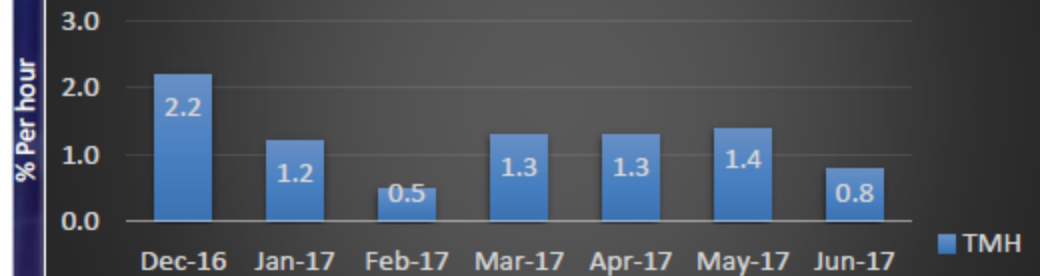
Unit Count



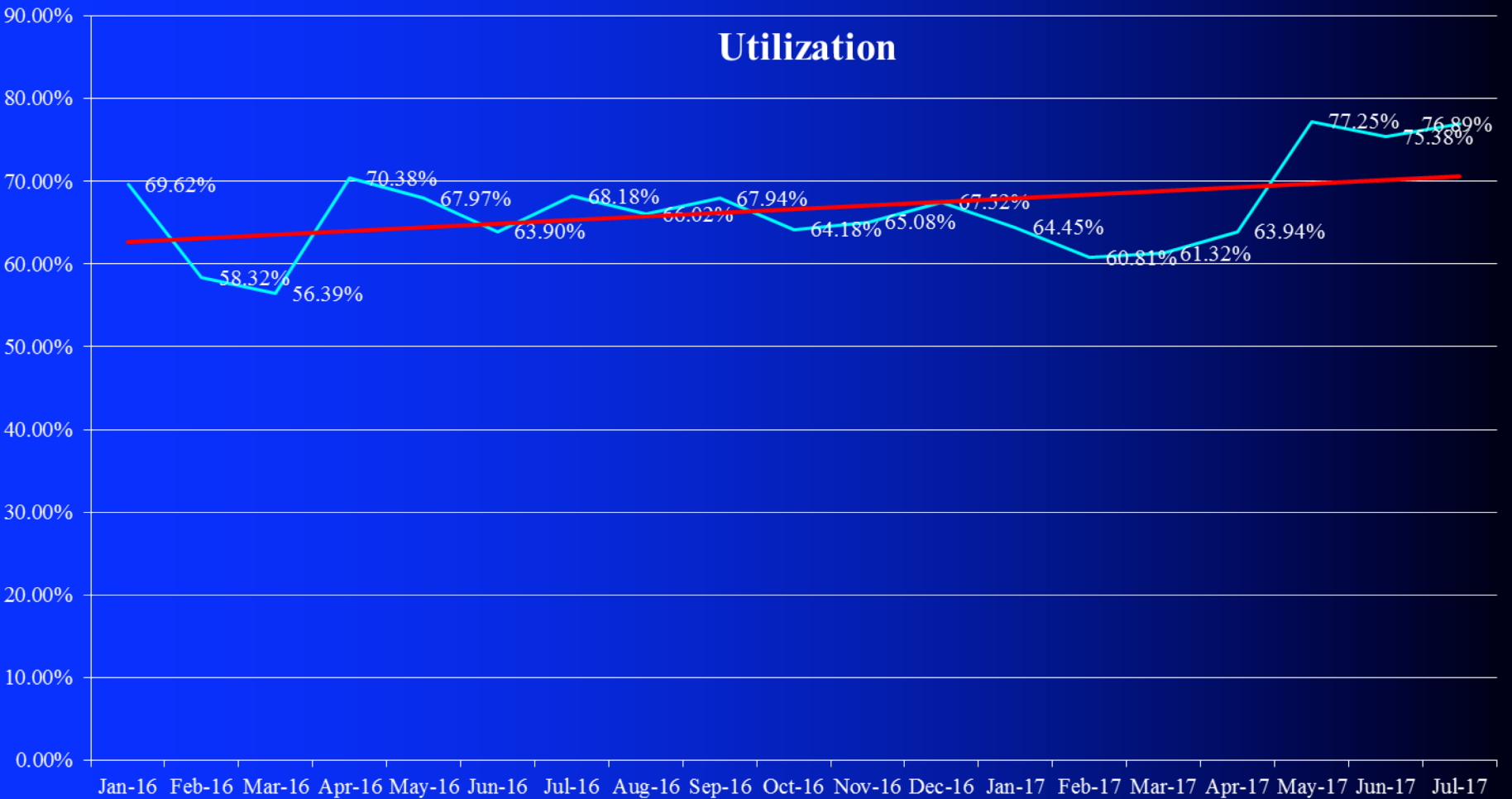
Chicago vs TMH



Florida vs TMH



Utilization



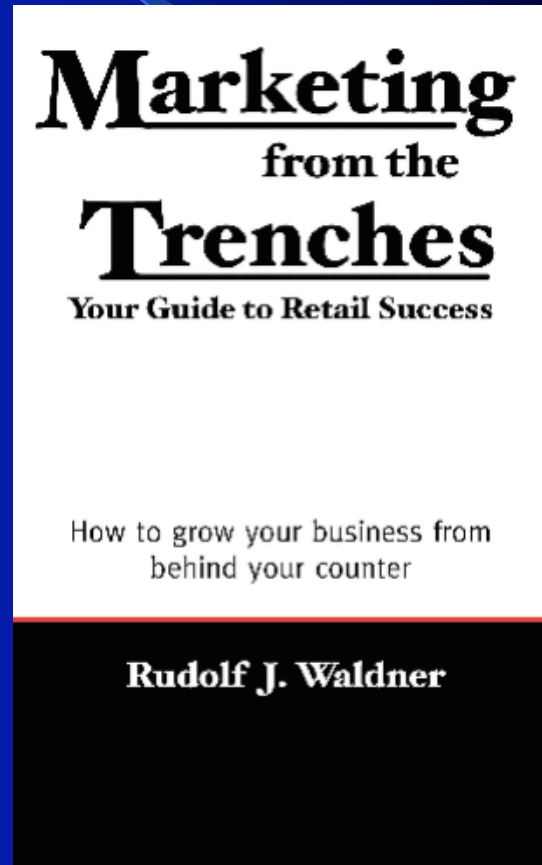
Trench Marketing Plan

7 Concise Sentences

- What is the purpose of your plan?
- What are your products benefits?
- Who is your target audience?
- What Trench Marketing tools will you use?
- What do you stand for to a customer?
- What's your or your company's personality?
- What's your budget?

www.Trenchmarketer.com

Part 2



Trench Marketer: _____

Master Tracker

Date: _____

The Power of Three (3) Checklist

Month

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
I.																																

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
II.																																

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
III.																																

I. Goal _____

II. Goal _____

III. Goal _____



Rudy Waldner
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www.RuleYourJungle.com



A journey of Continuous
Improvement



Goals
Steps
Tracking
Habits

A close-up photograph of a lion's face, showing its eye, nose, and open mouth with sharp teeth. The lion's fur is a mix of light and dark brown tones. The background is slightly blurred, showing some green foliage.

First you create your habits,
then they create you



Rule Your Jungle Through Trench Marketing
Using The Power of Three Checklist
Or
Control Your Destiny through the power of
Good Habits, using the Discipline of Repetition

A close-up photograph of a lion's face, showing its eye, nose, and mouth. There is a visible wound on the lion's forehead, just above the nose, which appears to be a laceration with some dried blood. The lion's mouth is slightly open, showing its teeth.

The Power of Three Checklist

Experts in behavioral modification say it takes 28 days to break an old habit and replace it with a good one



The Power of Three Checklist

The Checklist is simply a piece of paper that has a month's worth of days across the top and your three daily Trench Marketing goals written down the side



The Power of Three Checklist

This small act of accountability makes you more mindful throughout the day. Every check mark is its own small reward. Not every day will be perfect, but the idea is to slowly start building the right habits



The Power of Three Checklist

- It's important to limit yourself initially to three changes
- The more you focus, the more you feel a small sense of victory when you have a perfect day
- It's easy, positive, and slow. It's empowering. It's choosing what you want to do and what you think you can do well

A close-up photograph of a lion's face, showing its eye, nose, and mouth. There is a visible wound on the lion's forehead, just above the eye, with some blood and a small suture. The lion's mouth is slightly open, showing its teeth and tongue. The background is blurred, suggesting a natural habitat.

A Journey of Continuous Improvement

Trench Marketer: _____

Master Tracker

Date: _____

The Power of Three (3) Checklist

Month

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
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THANK YOU!

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People, Purpose and Passion- All Y'all

People, Place, & Business Partners

Reference LISTS

People

- Your Employees are the face of your brand, treat them as such
 - Incentives
 - Employee Recognition
 - Tenure, stats, QAs, etc.
 - Contests
- Fierce On-the-Job Training
 - Floor, door, phone, exit
 - Scripting
- Life Training
- Employee and Client Referrals

Place

- Wall of Fame
- Pin Map (5+5-)
- Cleanliness = Credibility
- Trench Marketing efforts
- Organize the Approach
- Signage optimized
- Inactive calls or emails
- Lists
 - Opening, closing, audits, Trench Marketing
 - Inactive calls or emails
 - Trench Marketing Calendar
 - The Power of Three

Partners

- Creating Business Partners
 - Who you know
 - Where your customer goes
 - Business neighbors
- Referrals
- Joint Coupon and/or frequency programs
- Joint Mailers
- Display space
- Events
 - On-site, Off-site, Sponsorships