



PROVIDENCE

WARWICK

CONVENTION & VISITORS BUREAU

“SUSTAINABLE TOURISM LABORATORY”

Presents:

EXPERIENCES ...

FROM CONCEPT TO

COMPETITIVE ADVANTAGE

MAKING THE MOST OF

EXISTING RESOURCES ...

By:



www.opportunityguy.com

I. EXPERIENCES & THE MARKETPLACE

1. EXPERIENCES & YOUR BUSINESS:

WHAT IS YOUR E.Q.?



I. EXPERIENCES & THE MARKETPLACE:

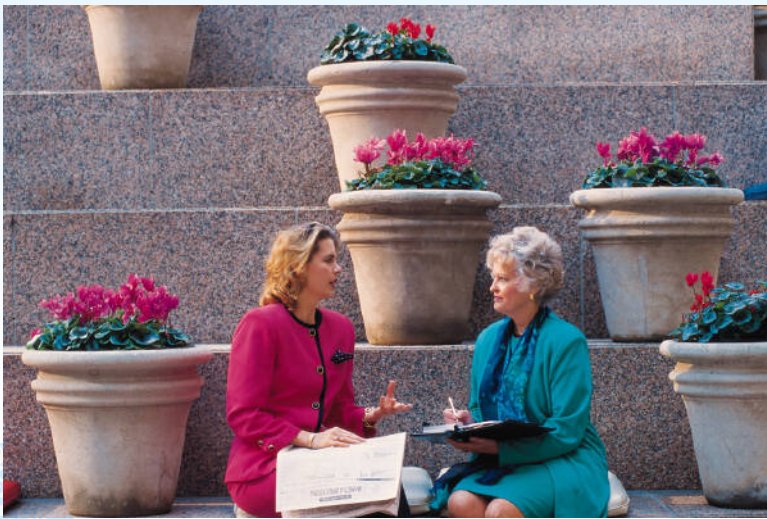
2. TODAY'S CUSTOMERS

- ◆ CONNECTIONS
- ◆ EXPECTATIONS
- ◆ ANTICIPATION



I. EXPERIENCES & THE MARKETPLACE:

3. EMOTIONAL BANK ACCOUNTS & CUSTOMER COMMERCIALS – THE BUZZ.





**“WE TURN MOMENTS
INTO MEMORIES FOR
OUR GUESTS.”**

4. EXPERIENCES & THE ECONOMY



EXPERIENCE – STARBUCKS



SERVICE – DUNKIN' DONUTS



PRODUCT – MAXWELL HOUSE



COMMODITY – COFFEE BEANS



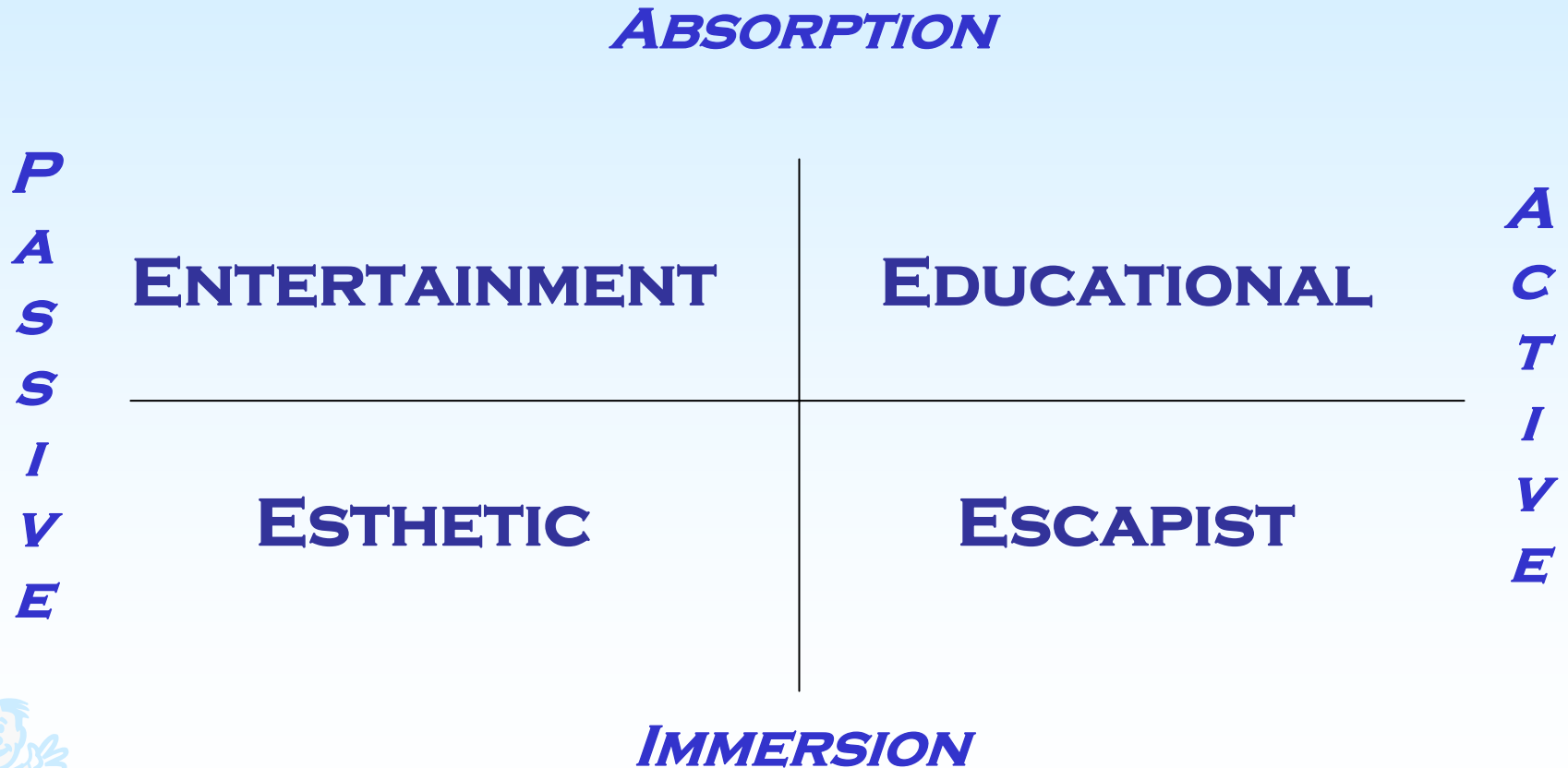
***“CONTRARY TO WHAT YOU HAVE HEARD OR
THOUGHT ...***

***STARBUCKS PASSIONATELY SOUGHT TO
CREATE APPRECIATION FOR A BETTER
TASTING CUP OF COFFEE.”***

**JOHN MOORE
TRIBAL CULTURE**



5. EXPERIENCE REALMS



6. PRODUCT LEVELS

LEVEL I: VANILLA
MASS MARKET

LEVEL II: HÄAGEN DAZS
SPECIALTY PRODUCTS

LEVEL III: BEN & JERRY'S
UNIQUE & INNOVATIVE EXPERIENCES



6. PRODUCT LEVELS

LEVEL I: MASS MARKET

 VANILLA – SHOW & TELL

COMMODITIES

PRICE



6. PRODUCT LEVELS

LEVEL II: SPECIALTY PRODUCTS & EXPERIENCES – NICHE



HÄAGEN DAZS – ENGAGE ME

COMPETITIVE ADVANTAGE

PREMIUM PRICE



6. PRODUCT LEVELS

LEVEL III: INNOVATIVE EXPERIENCES



BEN & JERRY'S – IMMERSE ME

UNIQUE & UNFORGETTABLE

PRICELESS



PRODUCT LEVELS & YOUR BUSINESS

-  **LEVEL I: VANILLA – *SHOW & TELL***
-  **LEVEL II: HÄAGEN DAZS – *ENGAGE ME***
-  **LEVEL III: BEN & JERRY'S – *IMMERSE ME***

***AT WHAT LEVEL ARE
YOUR CURRENT
PRODUCTS & SERVICES?***



II. CREATING UNFORGETTABLE EXPERIENCES:

1. SENSE APPEAL

✓ TASTE

✓ TOUCH

✓ SMELL

✓ SOUND

✓ SIGHT

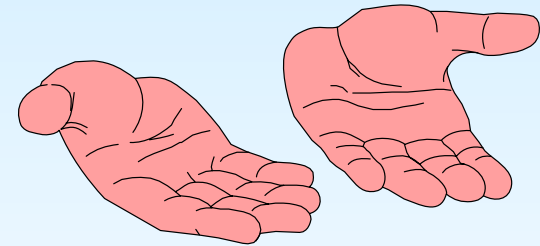


2. EXERCISE: THINK OF AN EXPERIENCE YOU PROVIDE TO VISITORS – LIST SENSORY ENHANCEMENTS YOU MIGHT MAKE TO CREATE A UFE



Taste

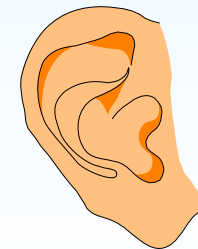
Touch



Smell



Sound



Sight



3. EXPERIENTIAL ATTRIBUTES

- **LET ME LEARN**
- **SPECIAL ACCESS - *SHOW ME BEHIND THE SCENES***
- ***UNIQUENESS OR LOCAL FLAVOR***
- **INTRODUCE ME TO AN EXPERT, AUTHORITY OR COOL PEOPLE**



3. EXPERIENTIAL ATTRIBUTES

➤ **“INSIDER’S VIEW”**

➤ **VIP ME!**

➤ **GIVE ME BRAGGING RIGHTS ...**

➤ **TOTALLY IMMERSE ME!**



4. FIVE STAGES OF CUSTOMER CONNECTION POINTS (+/-)



INFORMATION BUYING PROCESS



FIRST IMPRESSIONS



DURING THE EXPERIENCE



LASTING IMPRESSIONS



FUTURE CONNECTIONS & FOLLOW UP

**ASSESS CONNECTIONS FOR AN
OVERALL EXPERIENCE RATING: (+/-)**



III. ENGINEERING UNFORGETTABLE EXPERIENCES:

1. EXPERIENTIAL MODELS



PHILADELPHIA



COLUMBUS, OH



GRAYLINE WORLDWIDE

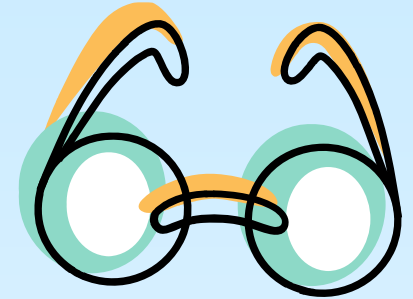


3. THE EXPERIENTIAL DEVELOPMENT PROCESS:

- 🔍 **DEVELOP A STRATEGIC INITIATIVE TO CREATE NEW EXPERIENCES & OBTAIN ORGANIZATIONAL BUY-IN.**
- 🔍 **ASSESS, DESIGN, CRAFT & STAGE NEW EXPERIENCES.**
- 🔍 **EVALUATE & TEST, EVALUATE & TEST**
- 🔍 **ROLL OUT EXPERIENCES FOR MULTIPLE MARKETS WITH A SALES PLAN**



4. OPPORTUNITY GUY EYES

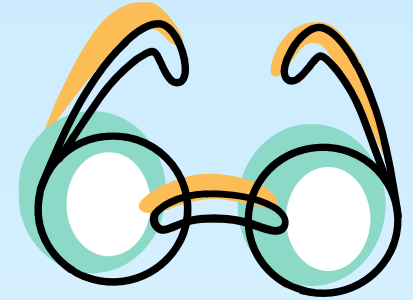


A. HOW CAN I ADOPT THE CUSTOMERS' POINT OF VIEW?

➤ *It's About Them*



4. OPPORTUNITY GUY EYES

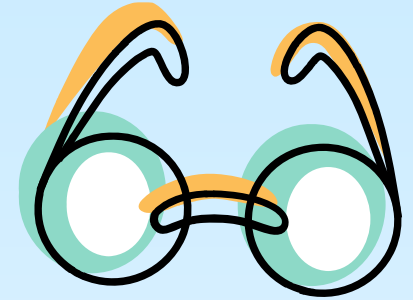


B. ASK "WHAT IF"

➤ *Think Possibilities ...*



4. OPPORTUNITY GUY EYES



C. ANALYZE CUSTOMER CONNECTION POINTS

- *Emotional Bank Accounts Create Sales People*



BRAGGING RIGHTS!

THE LOBSTER LADY

