

SELLING LIKE THE APPLE STORE



Peter Winston





Who I Am...



MEDICAL DEVICES



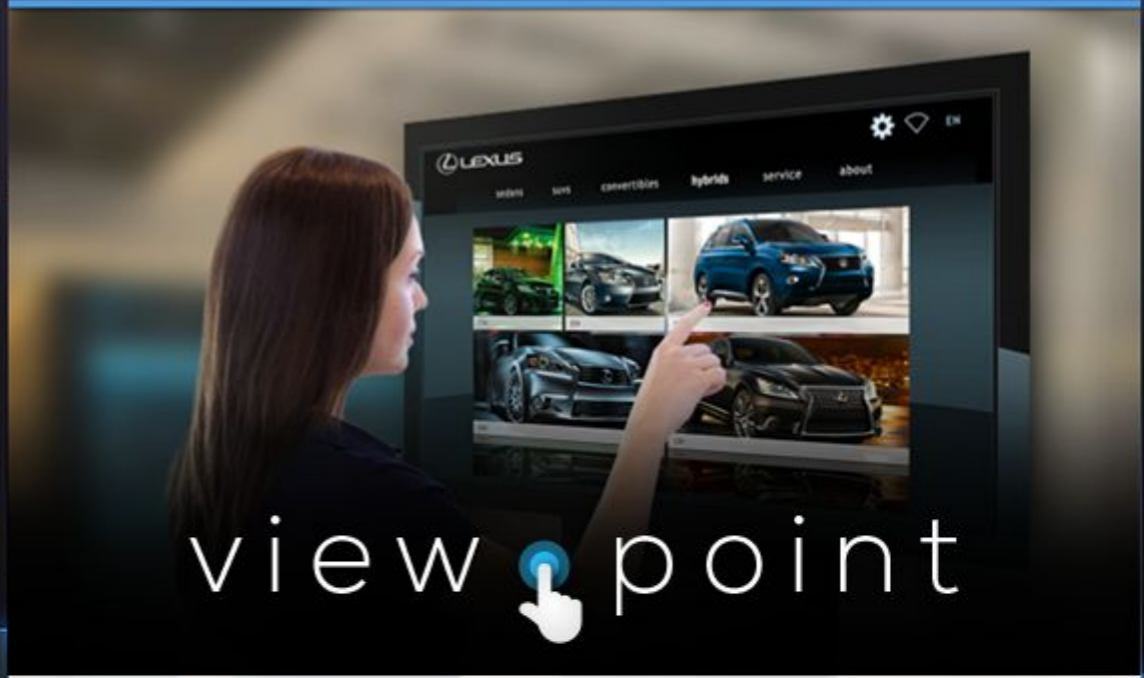
ROBOTICS



CONTROL PANELS



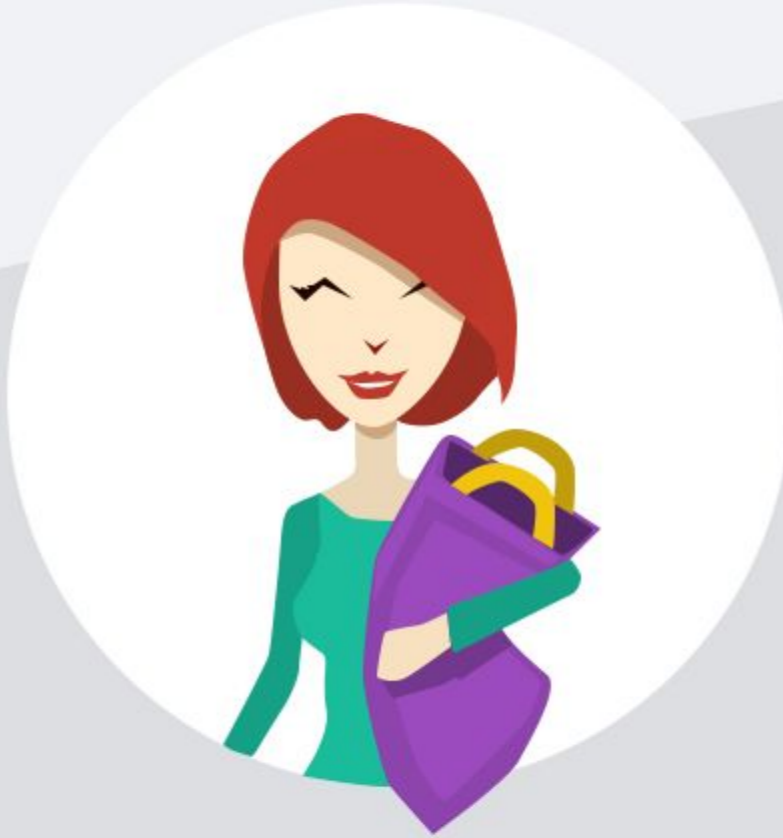
IN VEHICLE



view  point

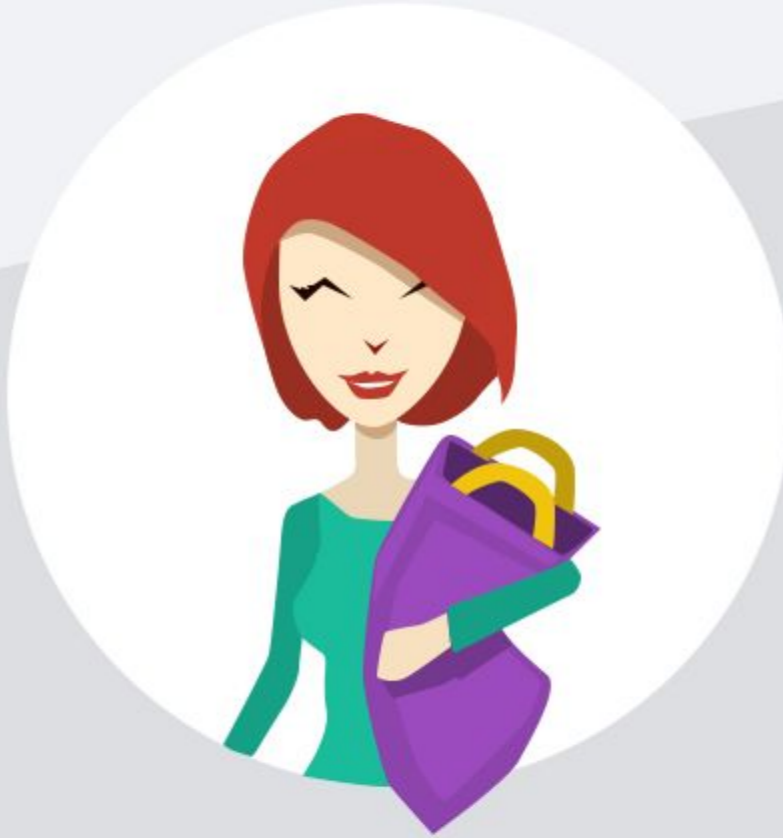
RETAIL

Once upon a time ...



Then Came

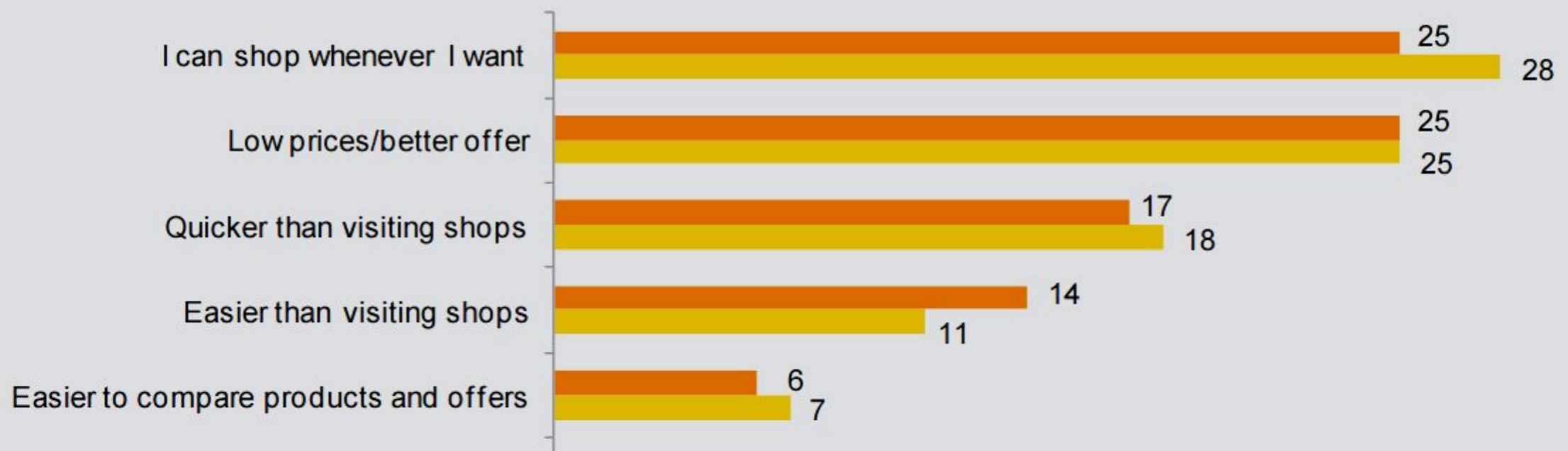
Online Shopping ...



Inside **Your Store** ...



Why People Buy Online



Source: PricewaterhouseCoopers, "Understanding how US online shoppers are reshaping the retail experience"

Why People Like To Buy

In Stores

60%

I am able to see, touch
and try merchandise

Source:
eMarketer.com

Retailers **have noticed** and have **begun to adapt** ...



"UGG's new store has 4 huge touch screens for learning about & customizing products"

Source : Washington Post -
<http://goo.gl/IHY4x9>
Photo: Jeffrey MacMillan/Capital Business

“Digital Denim Doctor”

Detailed denim
“Blueprint
Prescription” for
the perfect fit.



“We wanted to
really simplify the
customer
experience.”

Source : Chicago Tribune -
<http://goo.gl/WCYWJA>

Neiman Marcus

Memory Mirror



Welcome to the **APPLE STORE**



PEOPLE



PRODUCTS



PROCESS



Source : <http://www.iqmetrix.com>

About the **Brand**



APPLE STORE CLONE



Apple



Microsoft

“Tesla is not similar to an Apple store, its exactly like an Apple store”

George Blankenship
VP of sales and ownership experience, Tesla
Former Apple retail executive



Source: Business Insider -
<http://goo.gl/ijnQLE>
Photo: Carmine Gallo

Audi City



Source: autonews.com -
<http://goo.gl/nWabnm>

Is a car dealership really so different from an **Apple Store**?



GOODBYE SELLING PROCESS



Showroom

Dealership

Service



COMPLAINTS

Sales people
are too pushy

The car buying
process takes too long

Last time
I bought a car
I got ripped off

Can't get
a fair price

Complaint #1: Buying A Car Takes

TOO LONG!

Vehicle
Sales

51 min.

Vehicle
Appraisal

43 min.

F & I

61 min.

Sources: Cox Automotive -
<http://goo.gl/Fvi5pF>

9 out of 10

respondents wish
car shopping was
easier

Source:
edmunds.com



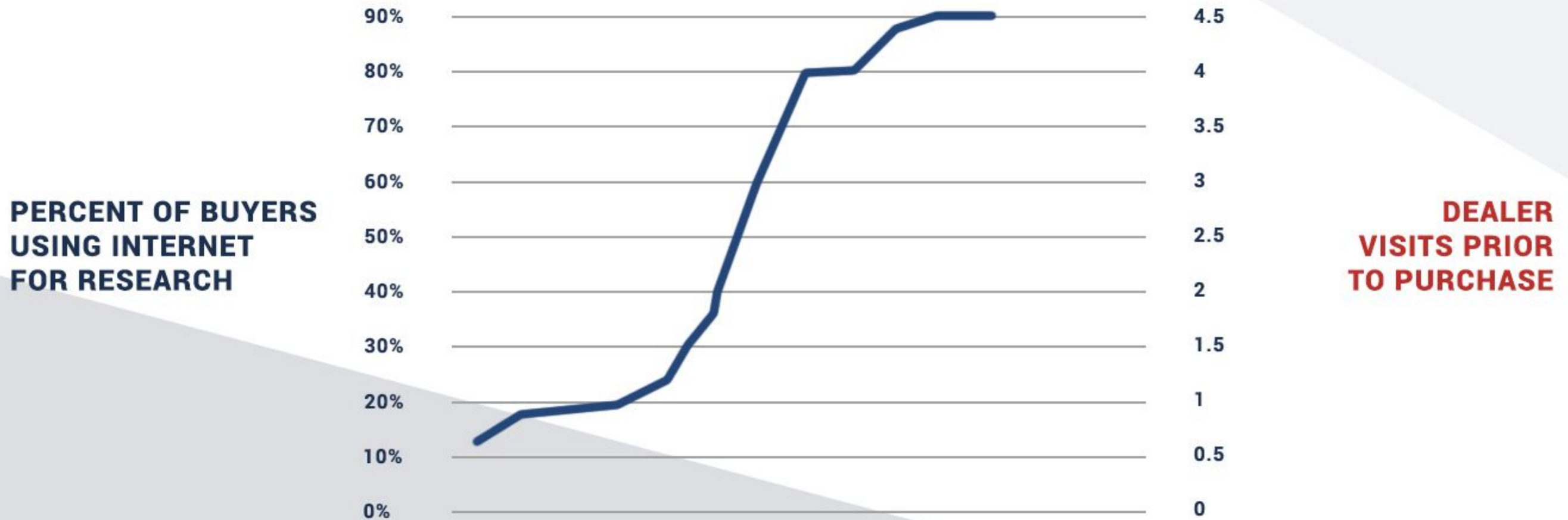
CUSTOMERS WOULD RATHER...



BUT, IF I'M MAKING MONEY, WHAT'S THE PROBLEM?



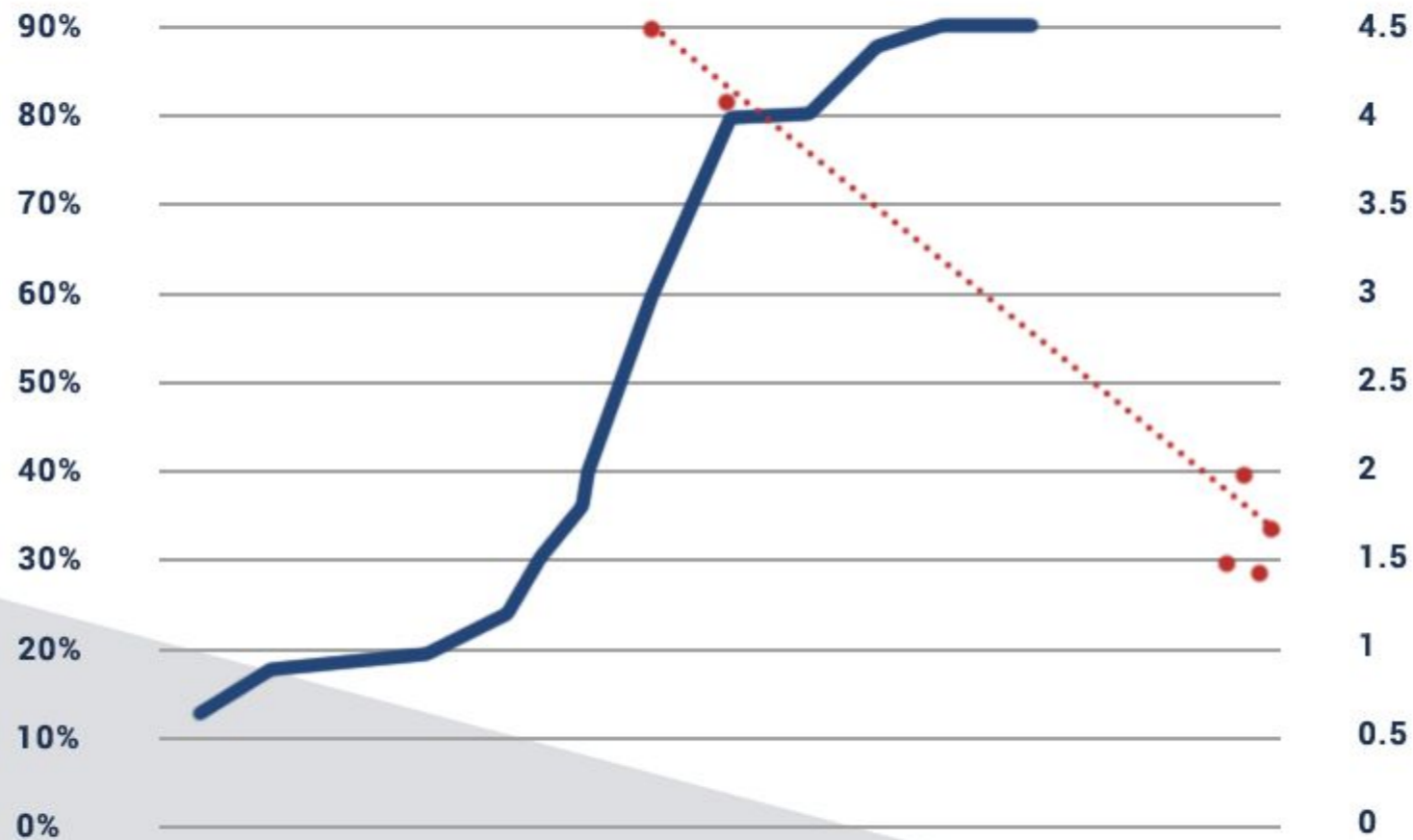
ONLINE RESEARCH



Sources: CarsOnline

ONLINE RESEARCH

**PERCENT OF BUYERS
USING INTERNET
FOR RESEARCH**



**DEALER
VISITS PRIOR
TO PURCHASE**

Sources: CarsOnline, McKinsey "Innovating Automotive Retail," DME, Fortune Magazine.



HOW AUTO SALES NEED TO CHANGE

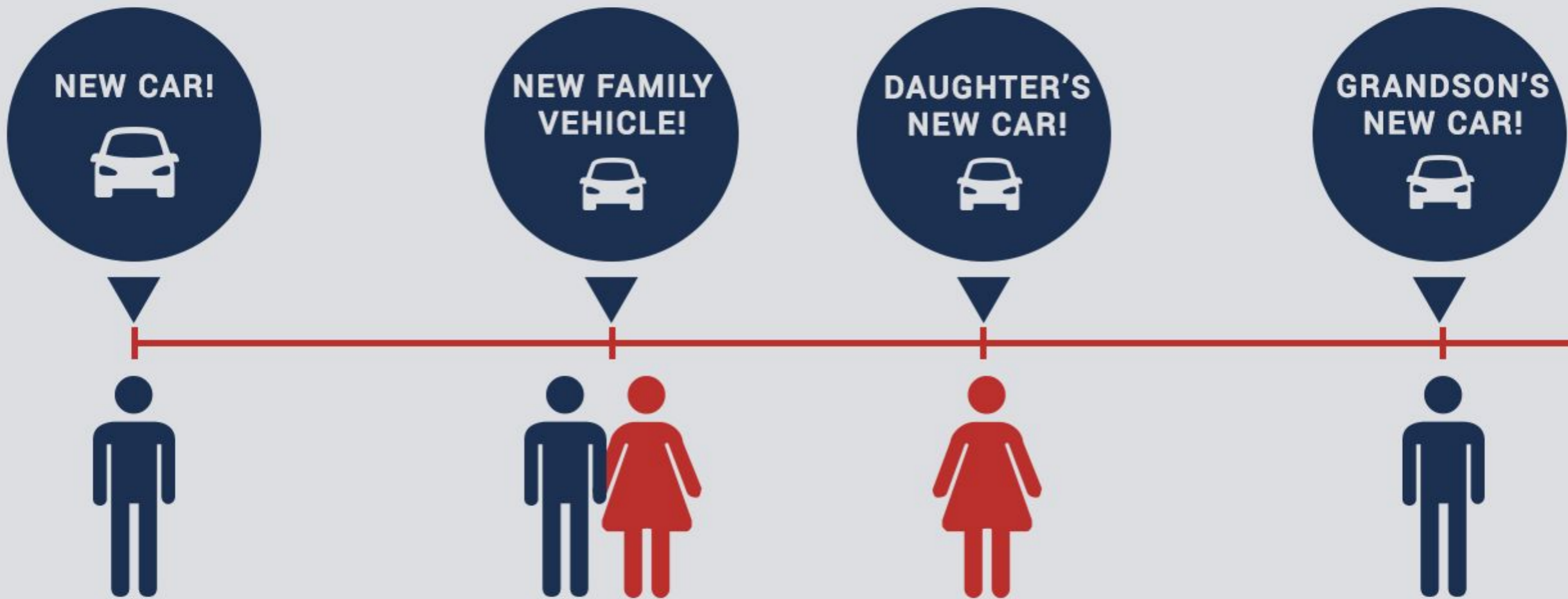
“AUDI HAS SET ITSELF THE TASK OF BRINGING TOGETHER THE BENEFITS OF THE REAL AND THE DIGITAL WORLDS, TO FULLY INTEGRATE THEM AND CREATE A PERFECT BRAND EXPERIENCE.”

**– HORST HANSCHUR
BUSINESS DEVELOPMENT
AUDI**

“BUYING A CAR SHOULD BE FUN”

**- TETSUO IWAMURA
VICE PRESIDENT
HONDA**

LIFETIME VALUE



MODERN BUYERS

f TOYOTA Let's Go Places | 98

“ Just bought a new car! It was so easy! ”

YouTube JESSICA HAS WATCHED: "Perks of owning a Toyota"

Instagram

Pin it 28



BUYERS ARE CLEAR



- ✓ **BETTER BUYING EXPERIENCE**
- ✓ **FASTER PROCESS**
- ✓ **FAIR PRICE**
- ✓ **LOWER PRESSURE**

Complaint #1: Buying A Car Takes

TOO LONG!

Vehicle
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Sources: Cox Automotive -
<http://goo.gl/Fvi5pF>

PROCESS IS **TOO LONG**

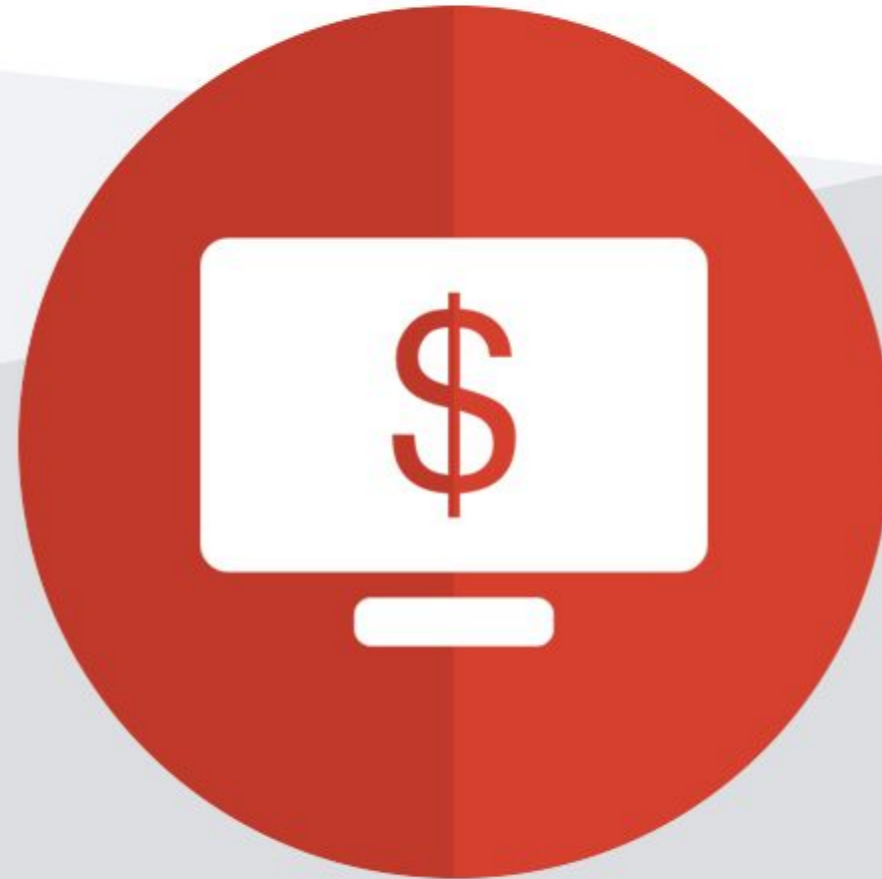


**Streamline
Process**



**Improve
Experience**

CAN'T GET FAIR PRICE



Get Upfront &
Instant Pricing

EMBRACE TECHNOLOGY



GENIUS BAR



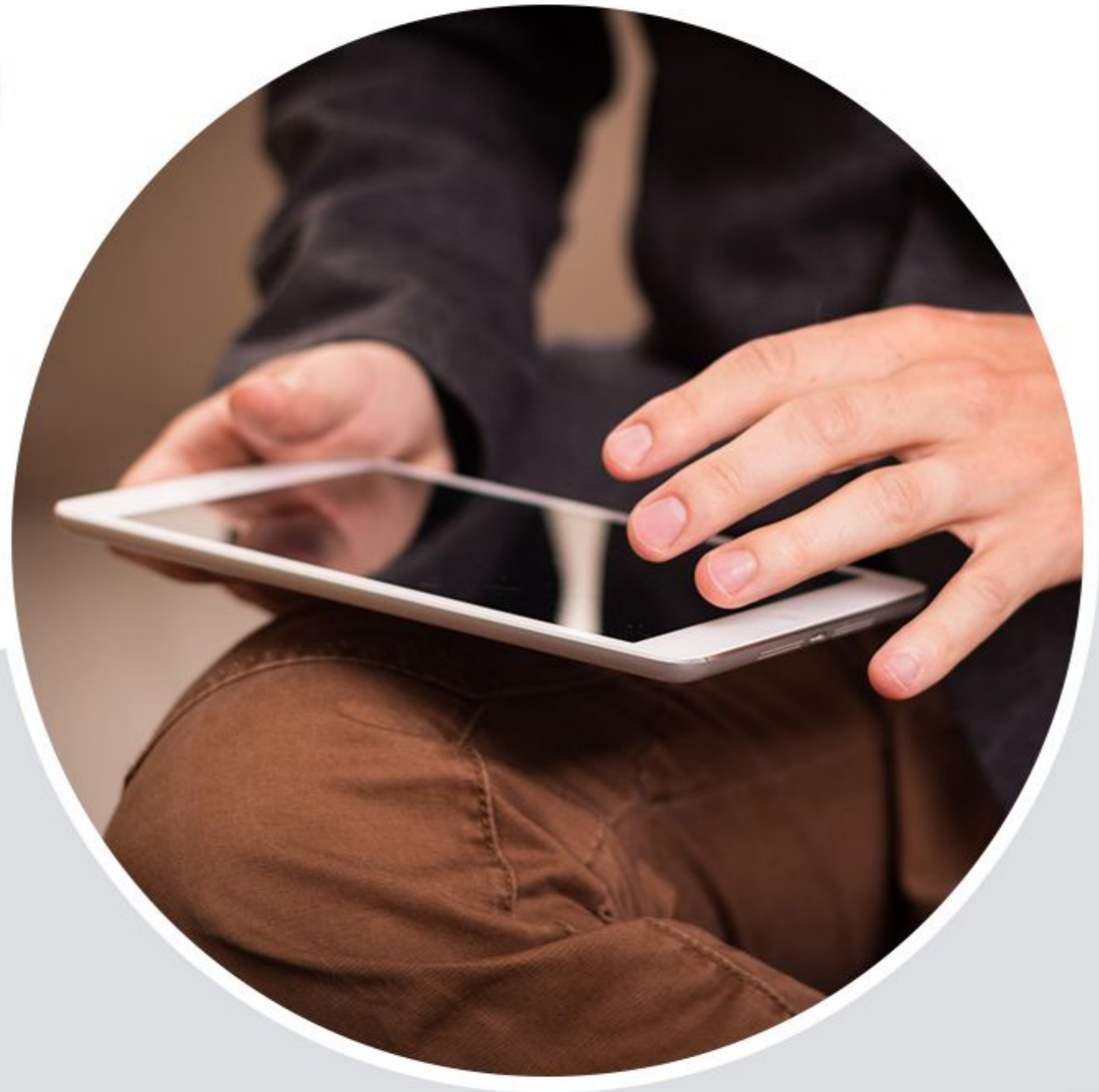
APPLE CARE

VS

F&I



SHOULD I USE IPADS?



“Tesla is not similar to an Apple store, its exactly like an Apple store”

George Blankenship
VP of sales and ownership experience, Tesla
Former Apple retail executive



Source: Business Insider -
<http://goo.gl/ijnQLE>
Photo: Carmine Gallo

Audi City



Source: autonews.com -
<http://goo.gl/nWabnm>

WHAT STEPS

CAN I TAKE

?

THE END

QUESTIONS OR COMMENTS?
VISIT VIEWPOINT KIOSK
BOOTH #720

view  point
Interactive Marketing Kiosks

