

# SELLING LIKE THE APPLE STORE



Peter Winston





# Who I Am...



MEDICAL DEVICES



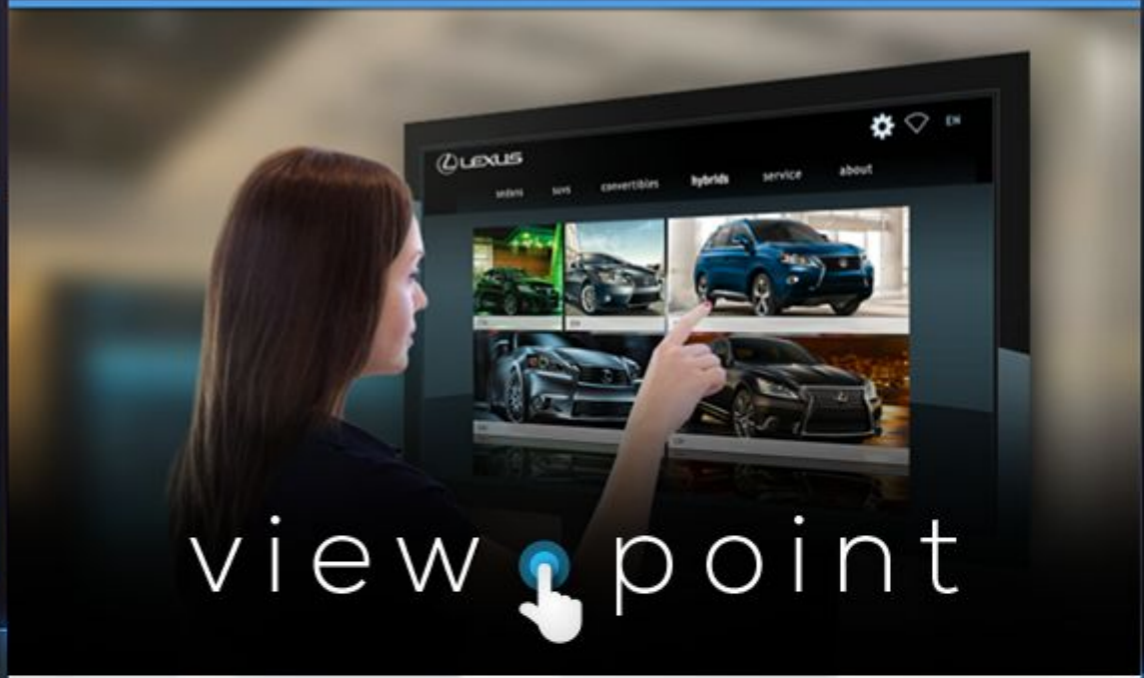
ROBOTICS



CONTROL PANELS



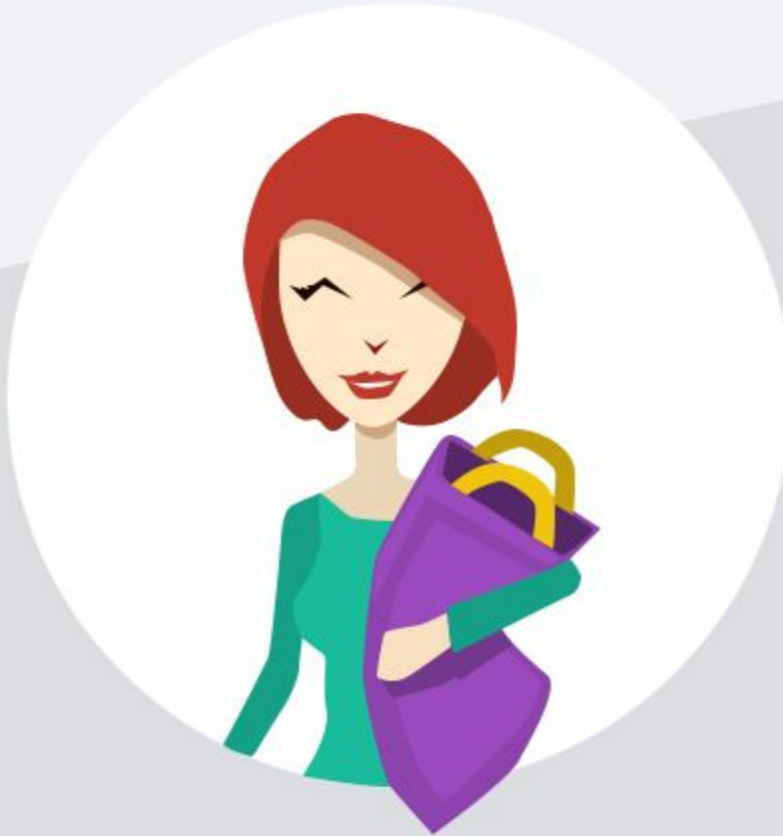
IN VEHICLE



view  point

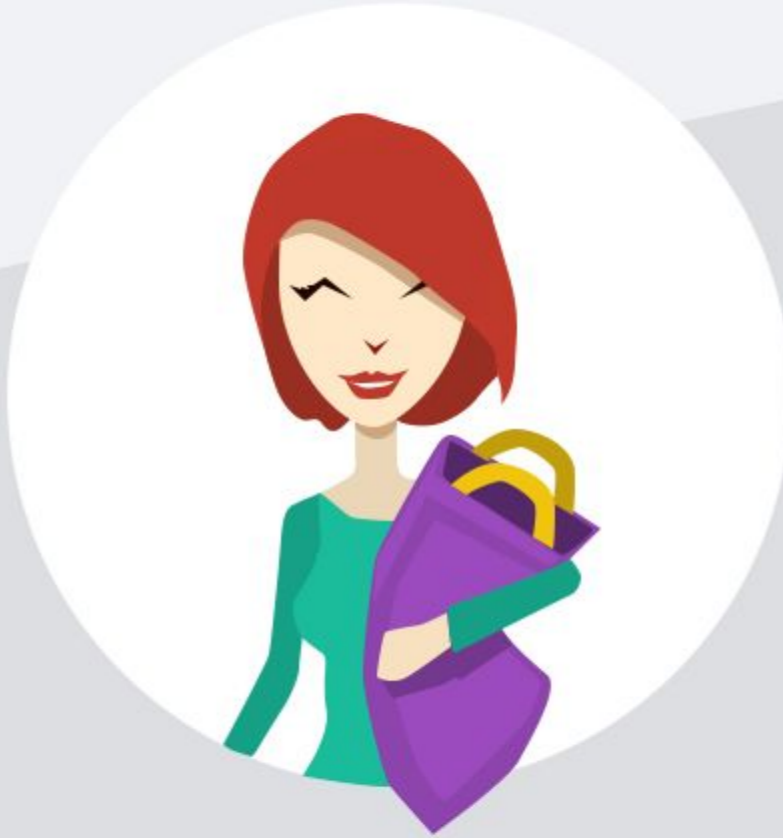
RETAIL

# Once upon a time ...



Then Came

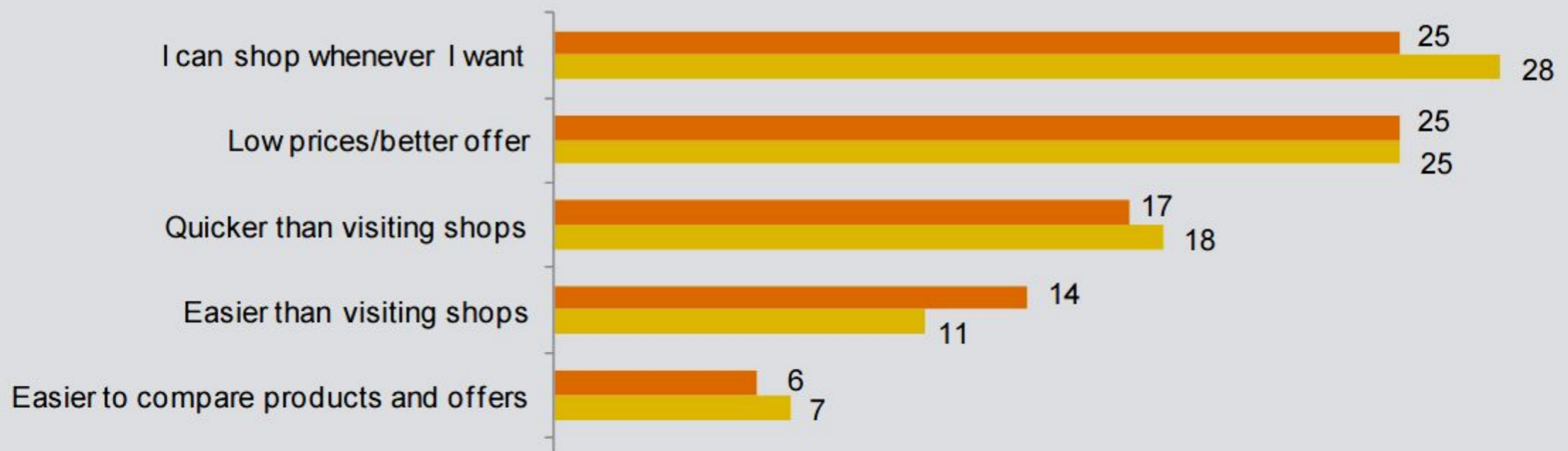
# Online Shopping ...



# 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.

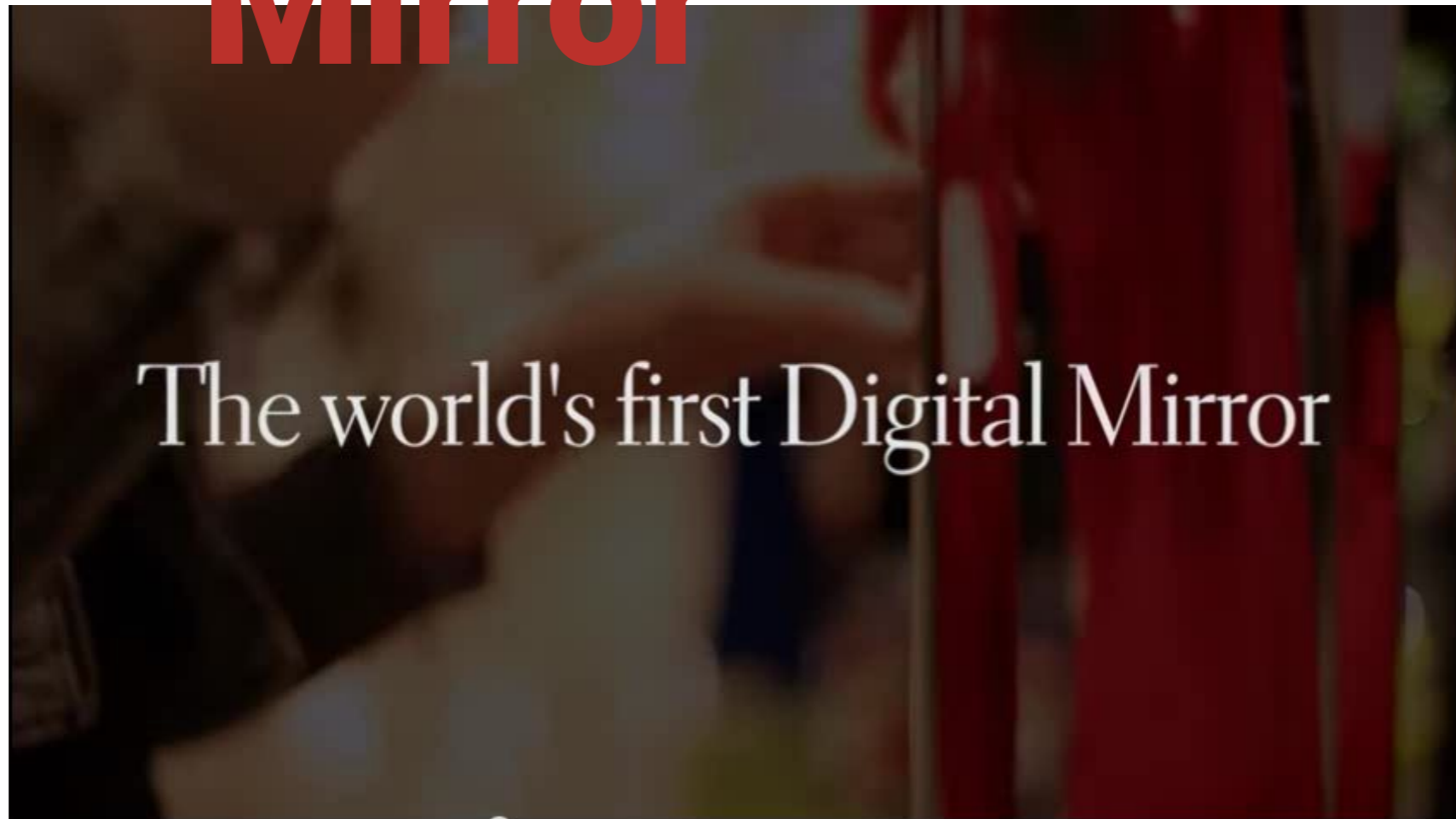


“We wanted to  
really simplify the  
customer  
experience.”

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

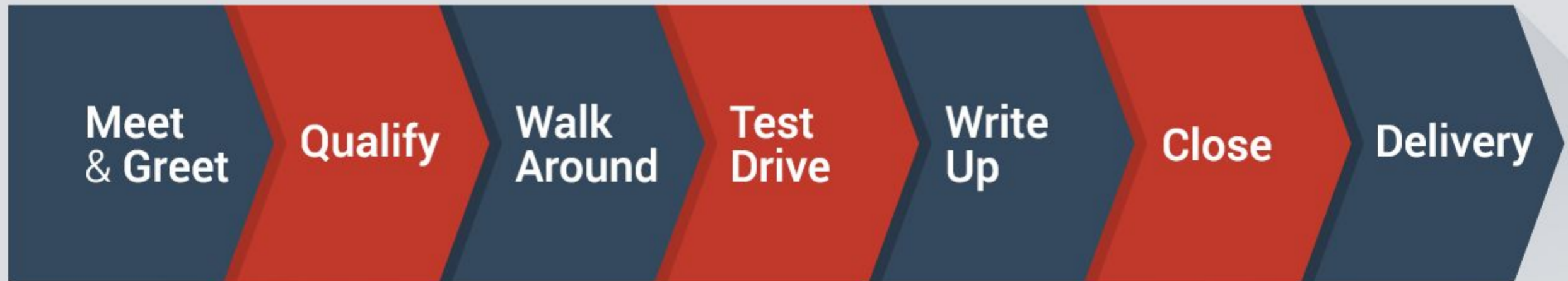


Source: autonews.com -  
<http://goo.gl/nWabnm>

# 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





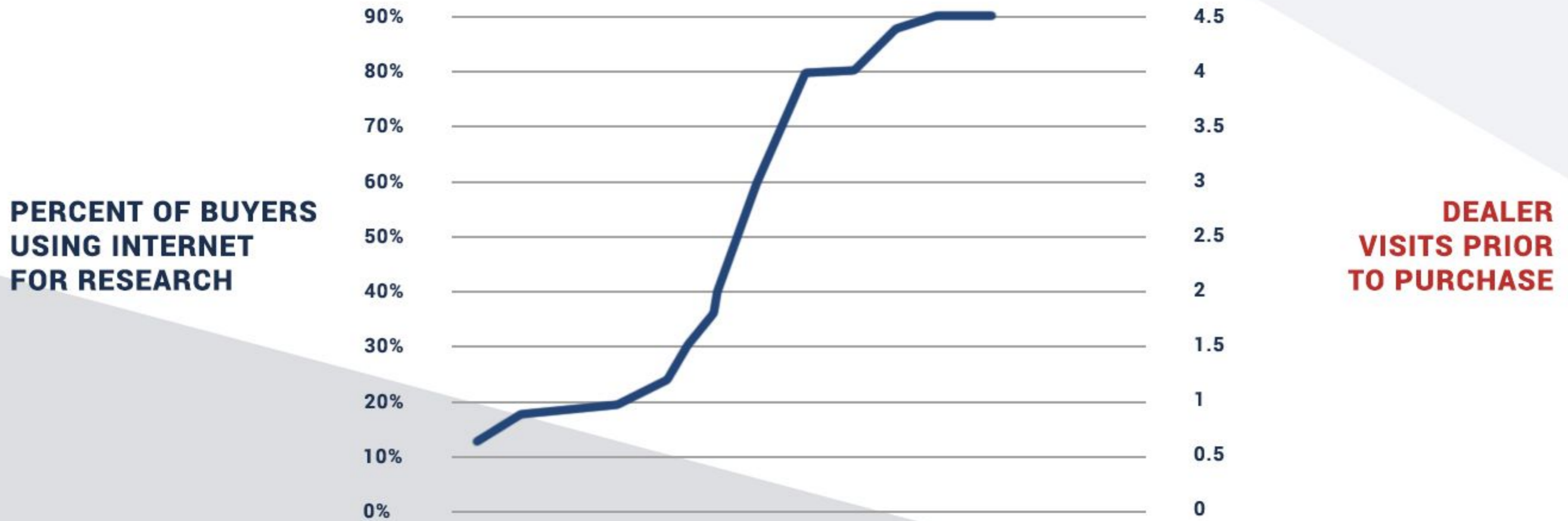
# CUSTOMERS WOULD RATHER...



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



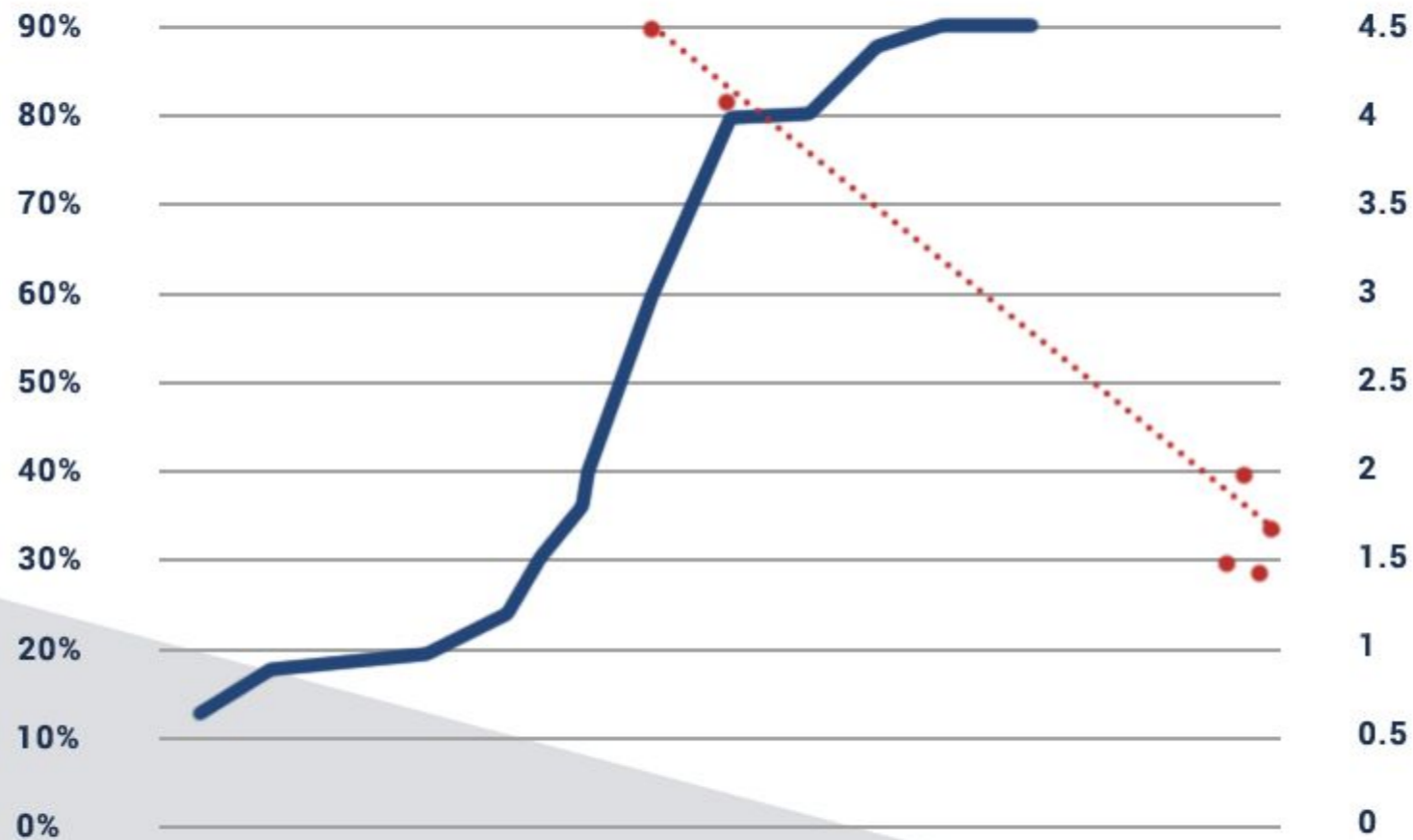
# ONLINE RESEARCH



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

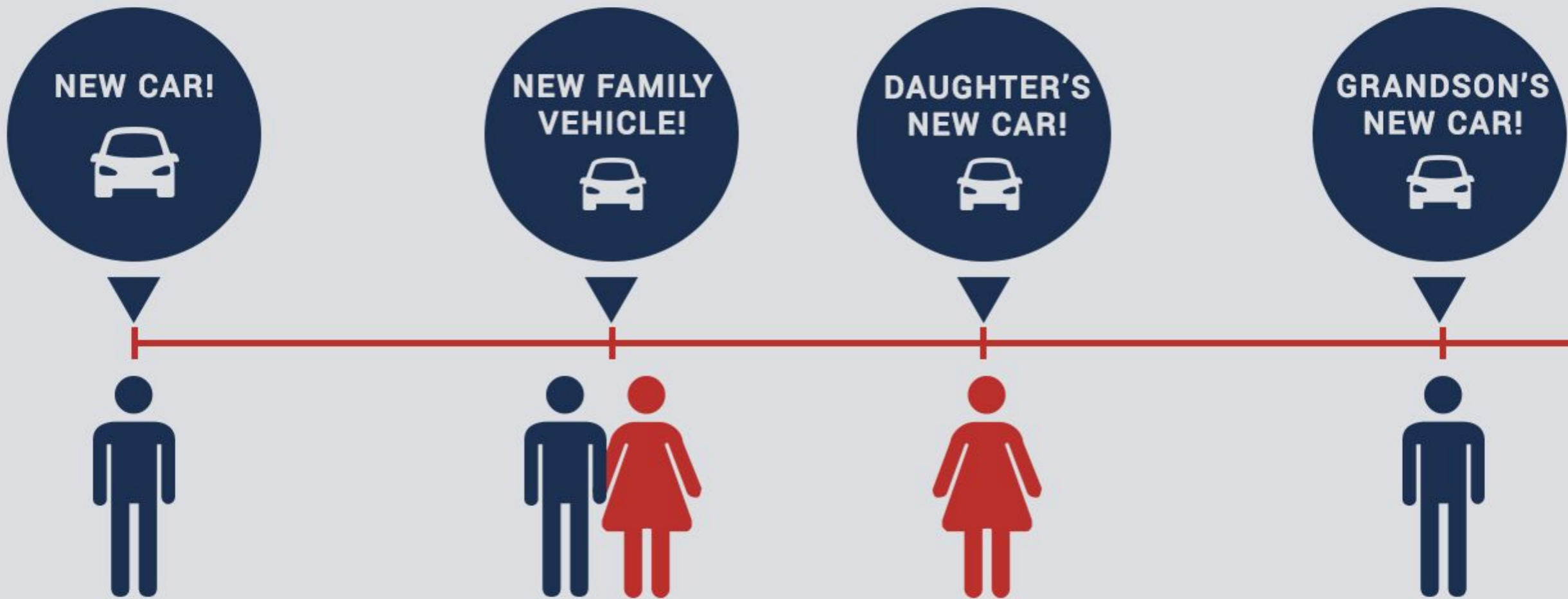
**“AUDI HAS SET ITSELF THE TASK OF BRINGING TOGETHER THE BENEFITS OF THE REAL AND THE DIGITAL WORLDS, TO FULLY INTEGRATE THEM AND CREATE A PERFECT BRAND EXPERIENCE.”**

**– 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"

📷

📌 Pin it 28





# BUYERS ARE CLEAR



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

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# PROCESS IS TOO LONG

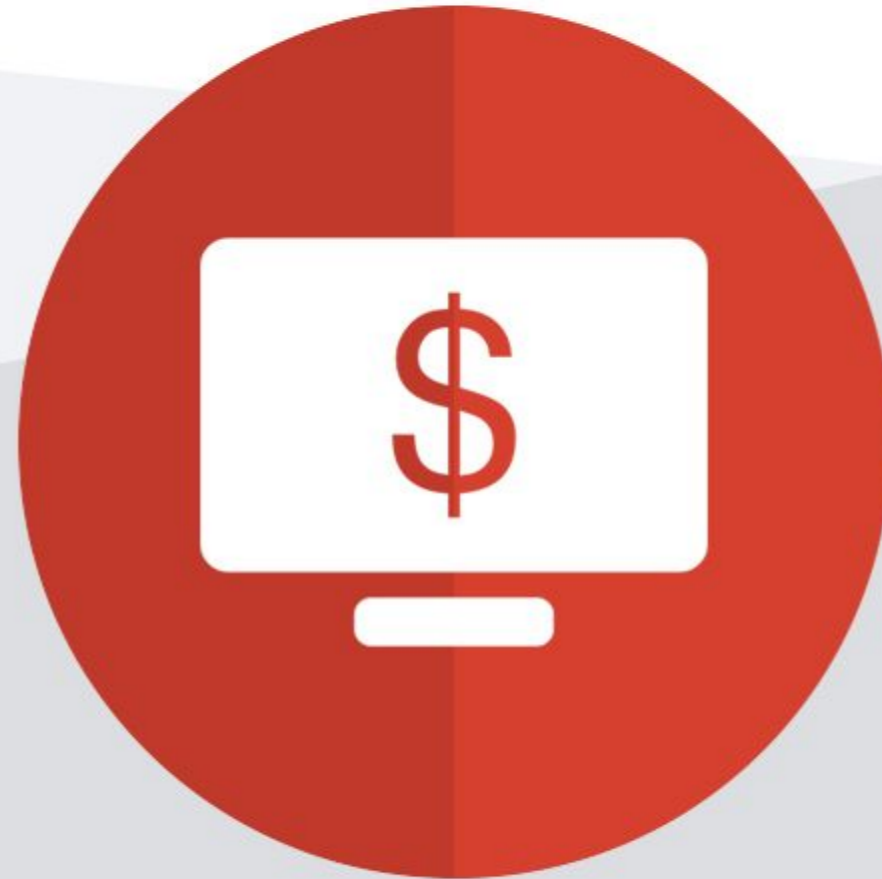


**Streamline  
Process**



**Improve  
Experience**

# CAN'T GET FAIR PRICE



Get Upfront &  
Instant Pricing

# EMBRACE TECHNOLOGY



# GENIUS BAR



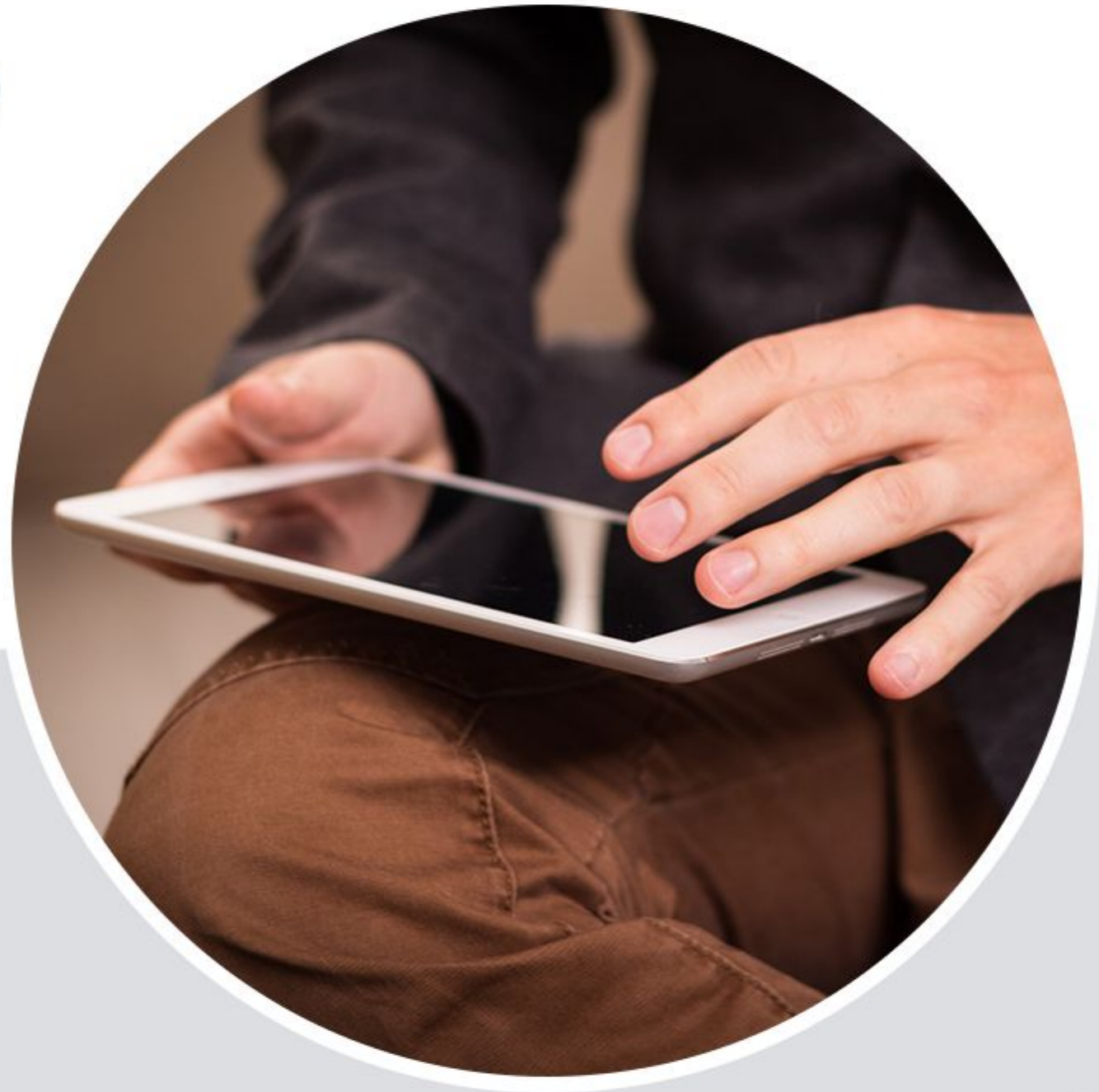
# APPLE CARE

VS

F&I



# SHOULD I USE IPADS?





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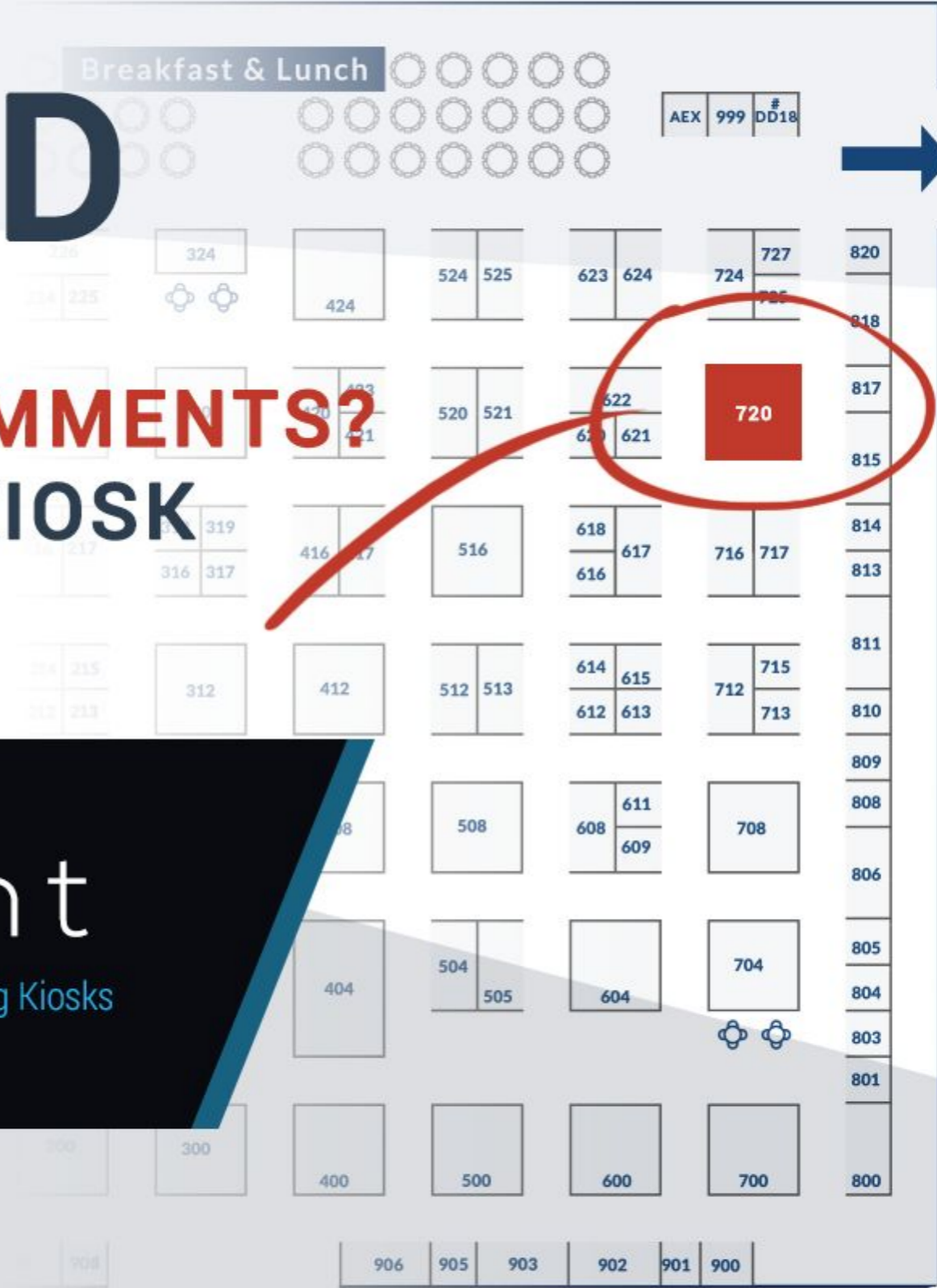
**WHAT STEPS**

**CAN I TAKE**

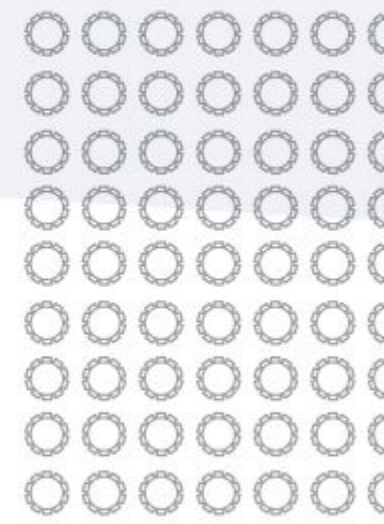
**?**

# THE END

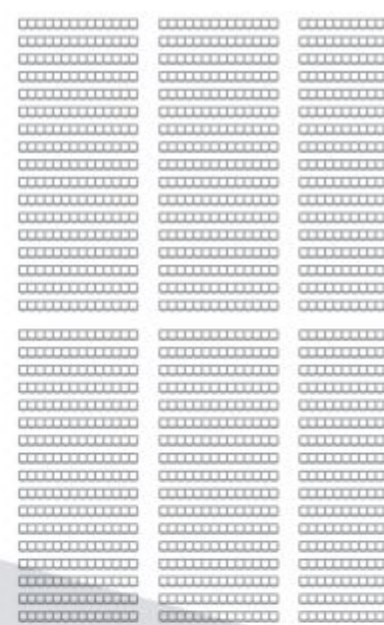
**QUESTIONS OR COMMENTS?**  
**VISIT VIEWPOINT KIOSK**  
**BOOTH #720**



Peer Networking Roundtables/Lun



Keynote Hall



view  point  
Interactive Marketing Kiosks