

SELLING LIKE THE APPLE STORE



Peter Winston





Who I Am...



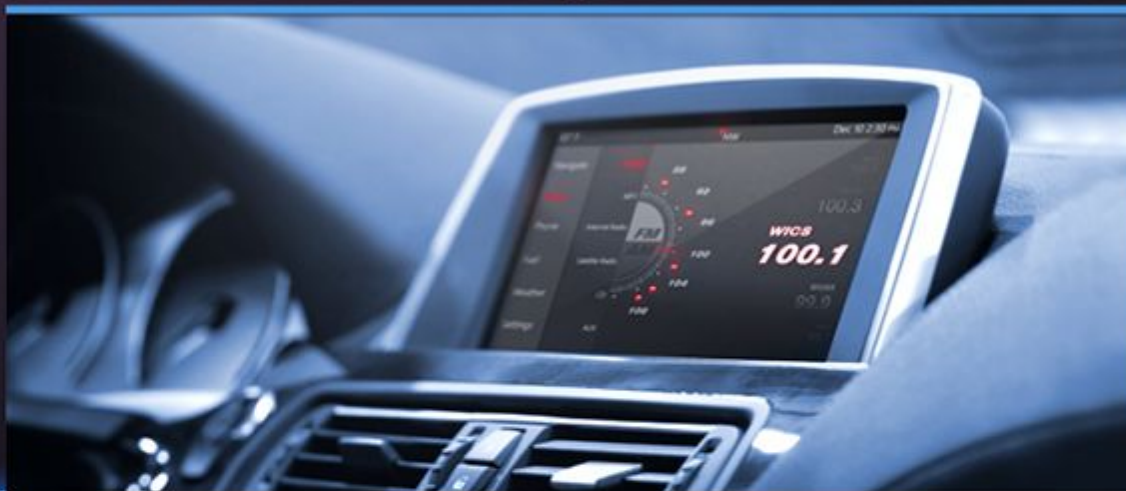
MEDICAL DEVICES



ROBOTICS

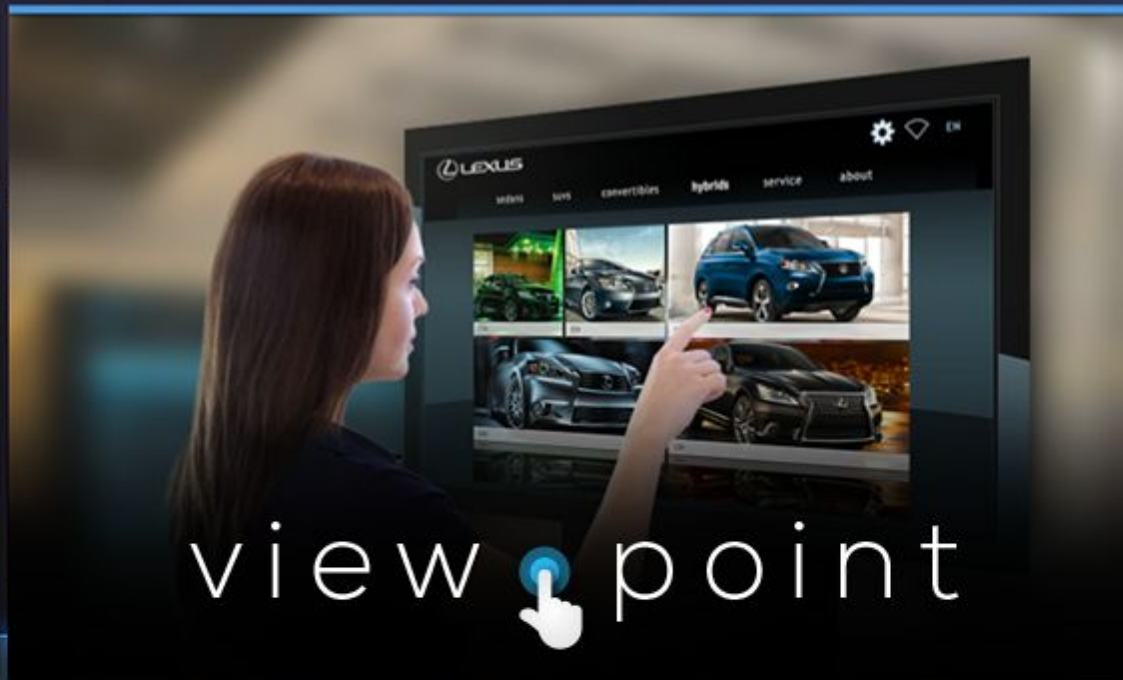


CONTROL PANELS



IN VEHICLE

IN VEHICLE



RETAIL

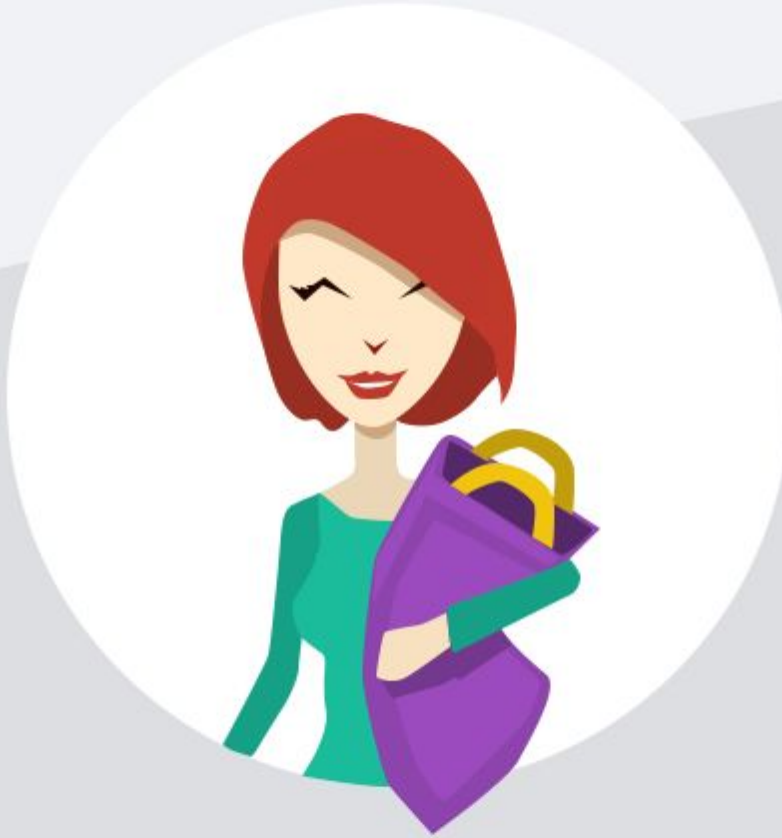
RETAIL

Once upon a time ...



Then Came

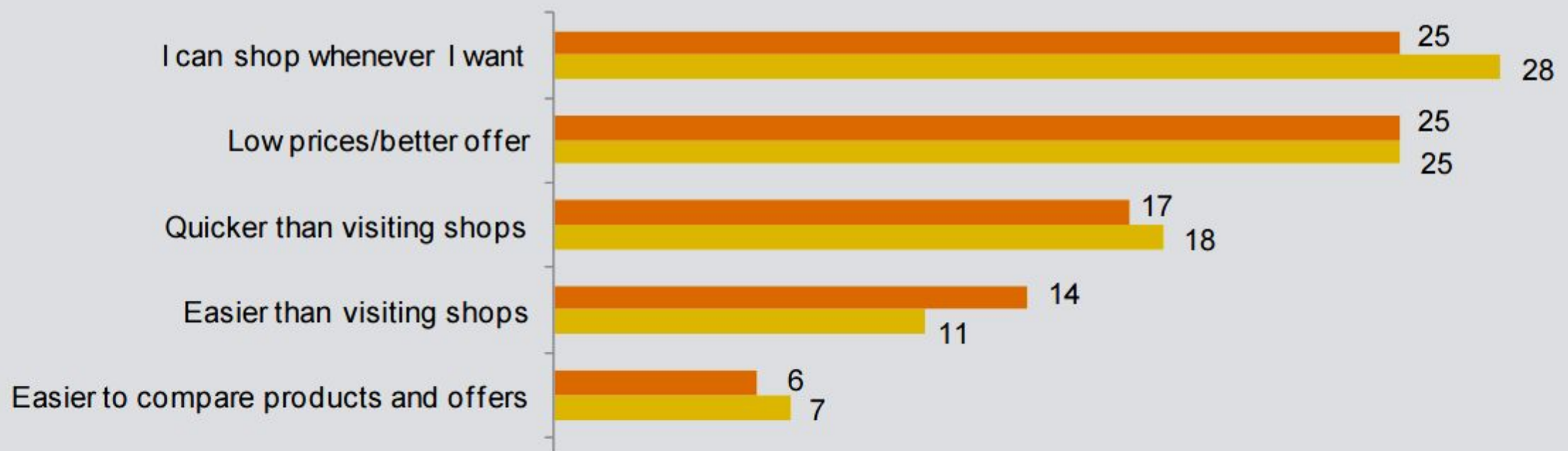
Online Shopping ...



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

OEM
Website

Dealer
Website

Third-Party
Websites



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...

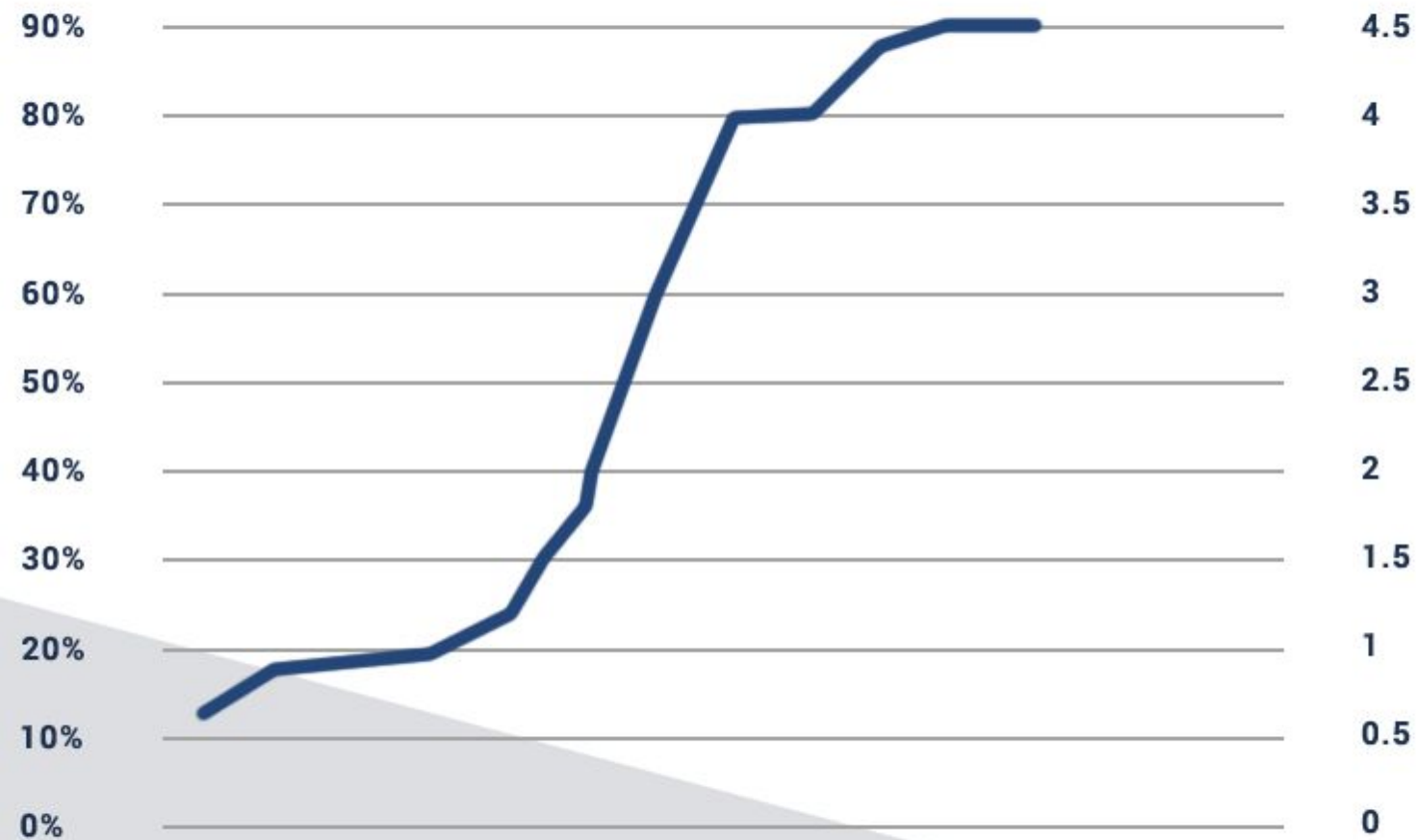


BUT, IF I'M MAKING MONEY, WHAT'S THE **PROBLEM?**



ONLINE RESEARCH

**PERCENT OF BUYERS
USING INTERNET
FOR RESEARCH**

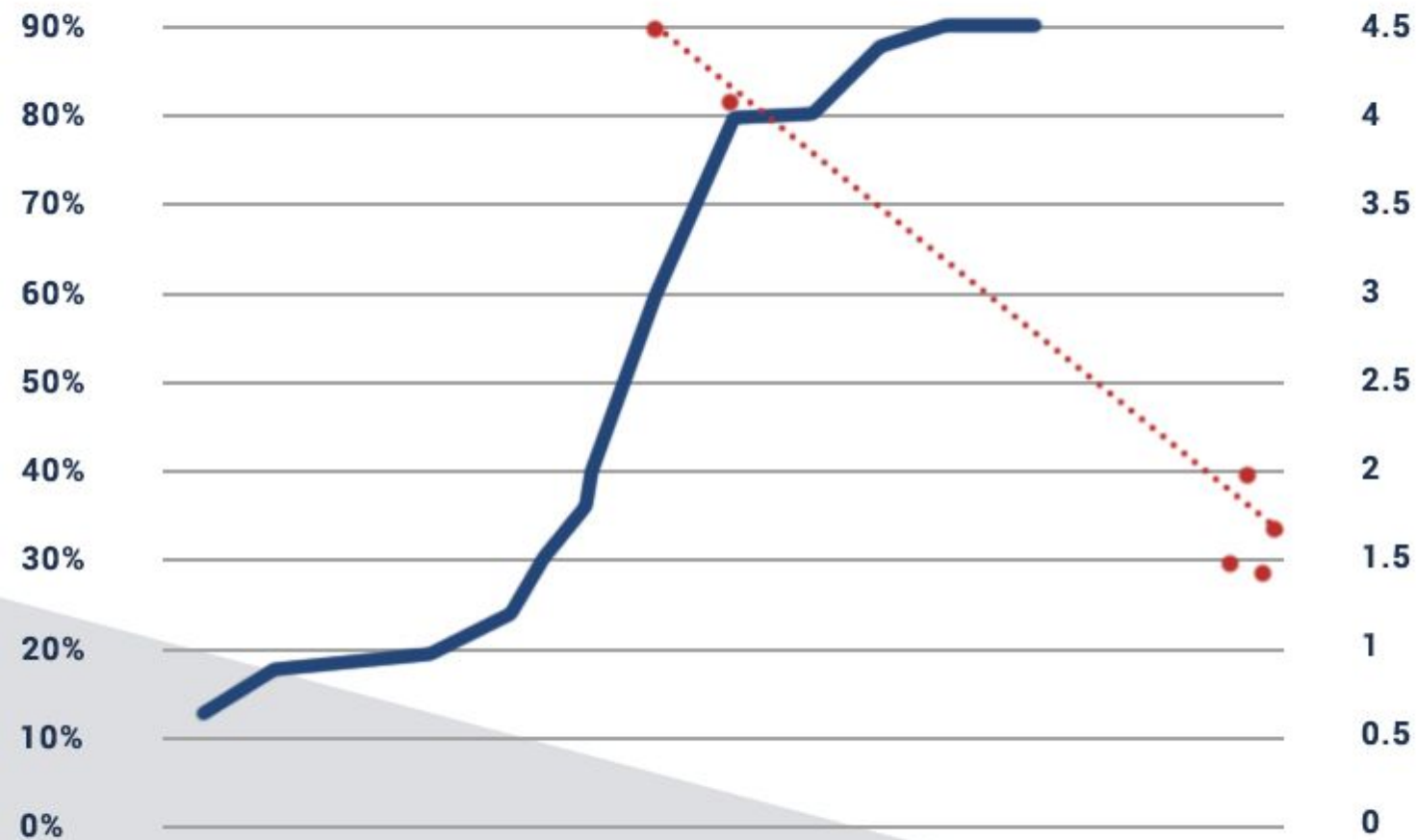


**DEALER
VISITS PRIOR
TO PURCHASE**

Sources: CarsOnline

ONLINE RESEARCH

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



HOW AUTO SALES NEED TO CHANGE

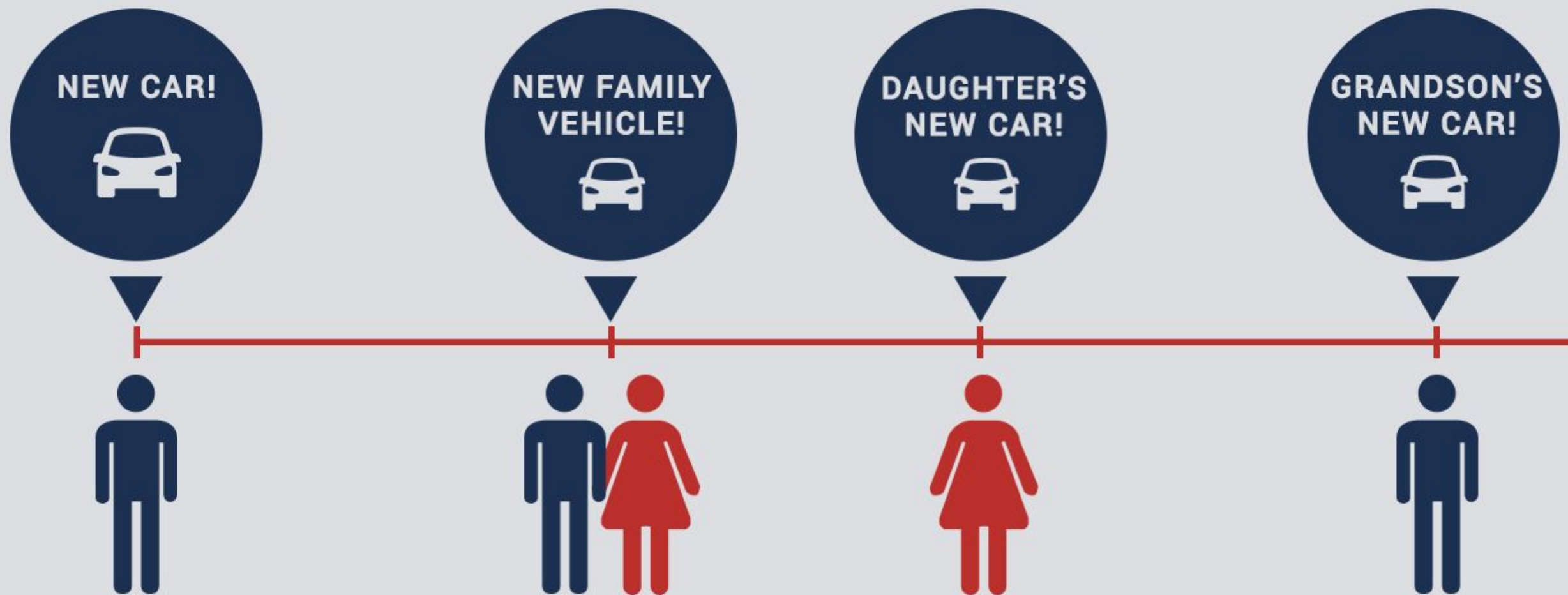
“AUDI HAS SET ITSELF THE TASK OF BRINGING TOGETHER THE BENEFITS OF THE REAL AND THE DIGITAL WORLDS, TO FULLY INTEGRATE THEM AND CREATE A PERFECT BRAND EXPERIENCE.”

**– HORST HANSCHUR
BUSINESS DEVELOPMENT
AUDI**

“BUYING A CAR SHOULD BE FUN”

**- TETSUO IWAMURA
VICE PRESIDENT
HONDA**

LIFETIME VALUE



MODERN BUYERS



98



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



JESSICA HAS WATCHED:
“Perks of owning a Toyota”



Pin it

28



BUYERS ARE CLEAR



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

Complaint #1: Buying A Car Takes **TOO LONG!**

Vehicle
Sales
51 min.

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61 min.

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

PROCESS IS **TOO LONG**

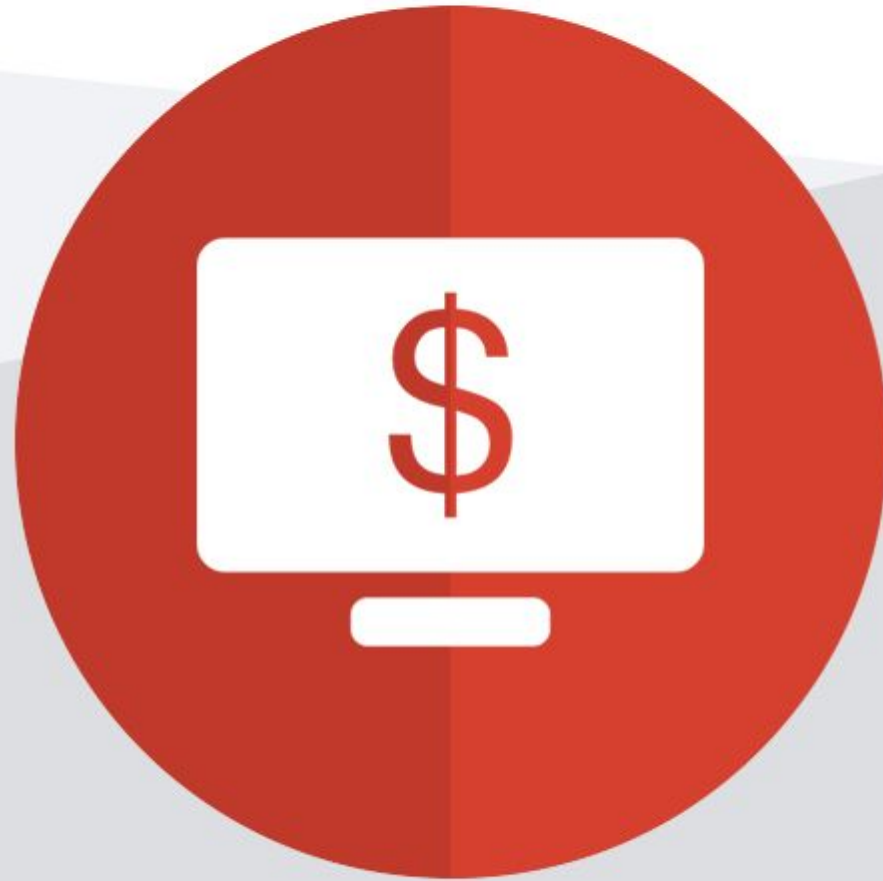


**Streamline
Process**



**Improve
Experience**

CAN'T GET **FAIR PRICE**



**Get Upfront &
Instant **Pricing****

EMBRACE TECHNOLOGY



GENIUS BAR



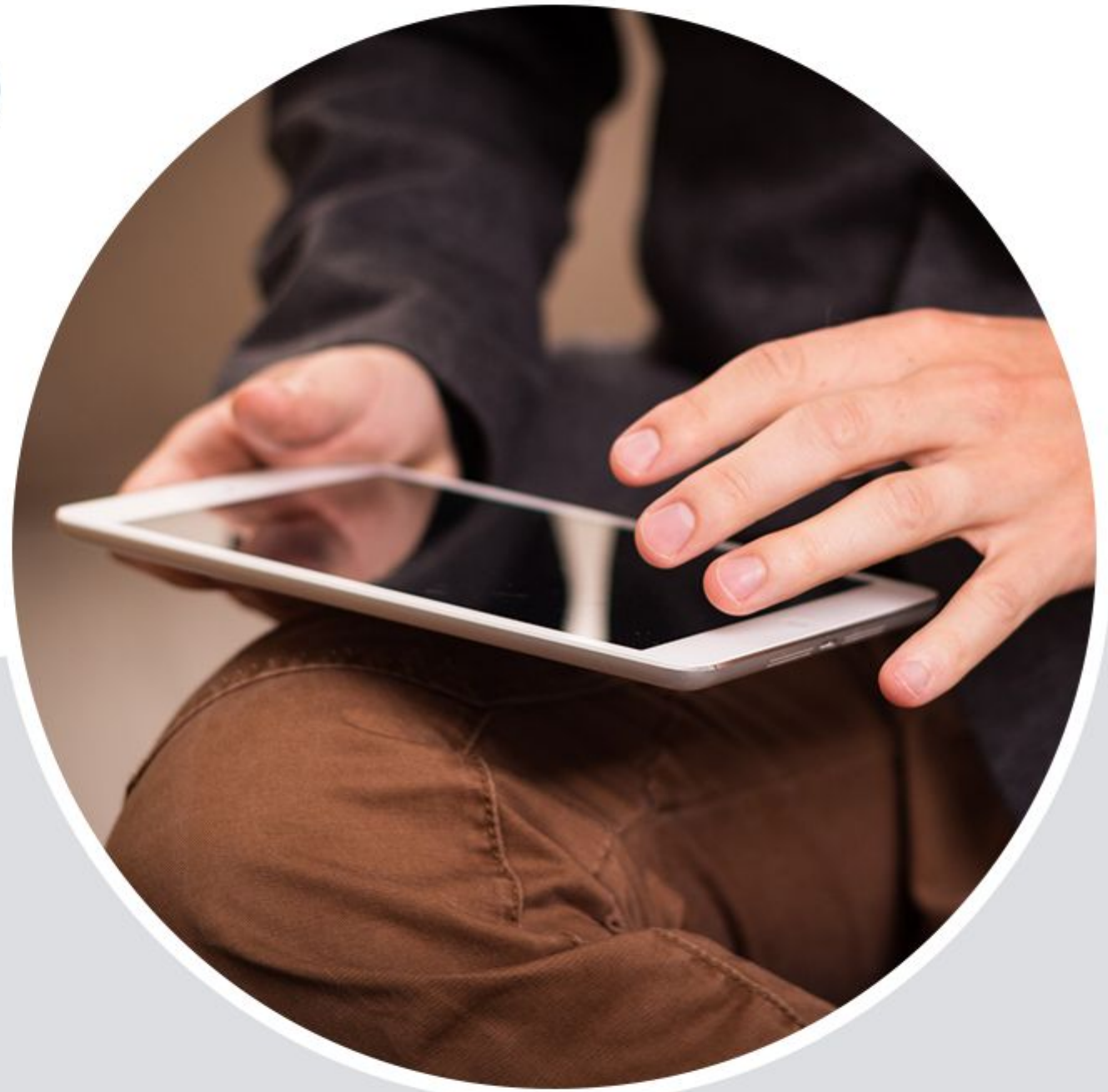
APPLE CARE

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

Breakfast & Lunch

AEX 999 DD18

Peer Networking
Roundtables/Lun

Keynote Hall

STAGE