



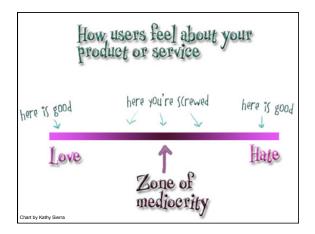


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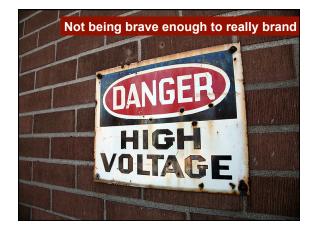
consumer decisions are primarily influenced by word of mouth.

...and that number is growing every day.

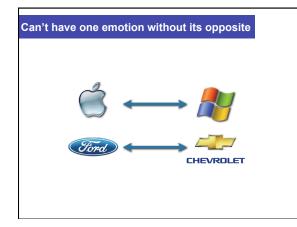


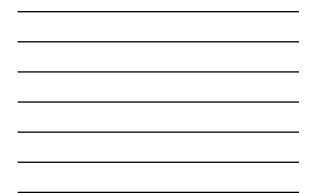




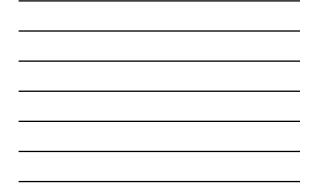














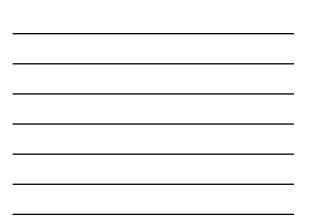




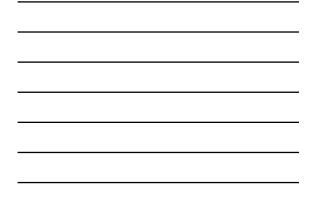






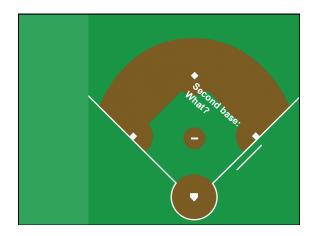


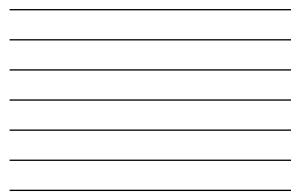












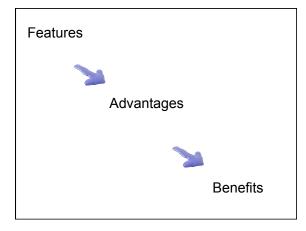














## Features Advantages Benefits Self-setting clock Convenience 50-number speed dial Eewer key strokes

50-number speed dial 1-click financial reports Custom programs Open 24 hours Batteries included Convenience Fewer key strokes Immediate information Designed just for you Shop when you want Ready to use



## Features Advantages Benefits

Convenience

Self-setting clock 50-number speed dial 1-click financial reports Custom programs

Open 24 hours

Batteries included

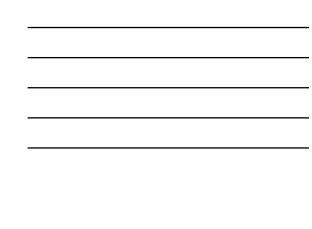
Fewer key strokes Immediate information Designed just for you

Shop when you want Ready to use Never miss a meeting Multi-tasking When the boss is shouting Head nurse Kids don't get sick 9-5 Box to laughs = 5 min

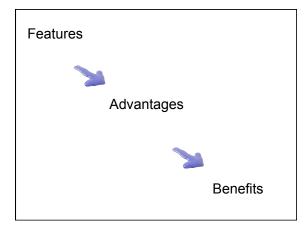




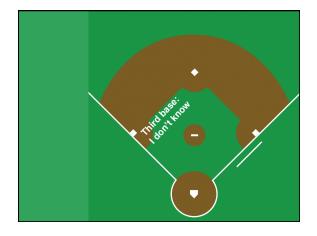










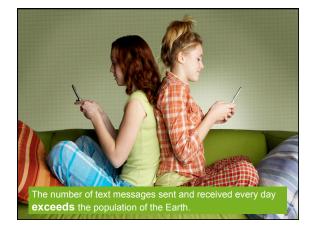


















People have found their voice. And they are not going to give it back.

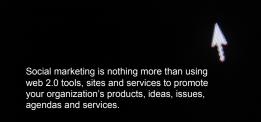


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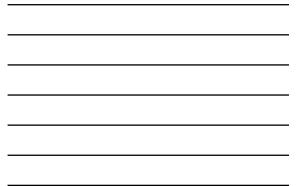
No wonder most businesses are afraid to step into the water!















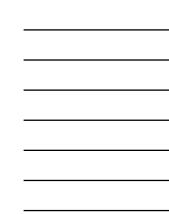








Creative Think	"Come on man! I work at Kohl's and on our worse day we have never looked		1000	Т
Critical Fluff	anything near this disaster.		Spill Caustic	d.
Drew's The Marketing Minute	It may not be your fault that the store gets trashed but it is your fault if you don't	Built To S	Spil & Caustic	
El Gaffney	clean it up!		(e	1
exitcreative	Yes customers can be awful,yes they can mess up the departments,yes it is	Line	Hey My My	l
Experience Curve	hard to keep up but the pictures here show a store that gave up or does not care.	Hey	Hey My My	1
Experience Manifesto	The comments on this blog are pretty much justified. Remember: Expect Great Things.*			
expo86		Tunos	Make your own (+)	1
Get Shouty	From Former Kohl's Employee in comments:	Tiunes	Make your own (+)	J
Gree Verdino's Marketing Blog	"Joe and Miriam (managers) need to start looking at the talent they already have		Ren	η
	within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas	100	Yoskovitz Al work on	4
Instigator Blog			a Sunday	4
Jaffe Juice	for several years and had a wonderful experience but was always amazed when		morning. When	1
junior planner i am	talented managers that already worked for the company were passed over for		you're this close to	1
Living Light Bulbs	store manager because the ditrict and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired		launch, ifs C-R-U-N-C-	4
	from the outside have failed miserably because they cannot handle the volume."		H TIME!	1
Logic+Emotion	from the outside have failed miserably because they cannot handle the volume."		13 minutes ago	1
Make the logo bigger.	From Alejandra in comments:			
Maple Takedown	"I started working at Kohl's last summer and I learned very quickly that people	AND .	russell to	1
Marketing Hipster	suck. I don't mean that just the customers suck, but assolates suck too. Mainly	5	Bloomsbur	1
	because some of the ones I work with bicth and complain about stupid crap	<u> </u>	bowling 36 minutes	1
Marketing NirvÄna – by Mario Sundar	and/or do nothing to help."		ago	1
Marketing Profs Daily Fix Blog	From Emily in comments:		Denw	1
Masi Guy	"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such discusting people in my entire life. I work	9	McLellan Okay, the	
Media Orchard, by the Idea Grove	with people who have worked in retail for years and have never seen such		pressure is offI went back a few	
Home Willer	borrible customers		COLOR OF THE PARTY	1



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Ten things you didn't	know about Toby & Liz <http: 01="" 2008="" ten-things-you.html="" www.drewsmarketingminute.com=""></http:>
By Drew McLellan	
So here's how this we	ent. Toby (Marketing Diva) and Liz (Successful Blog) got tagged by Shel Isreal. They decided rather than share 10 secrets about
	reate 10 things about Shel that Shel didn't know
The Marketing Minute	le - http://www.drewsmarketingminute.com/ <http: www.drewsmarketingminute.com=""></http:>
	and the Art of Personalized Outreach [from < <u>http://blogfriends2.i-together.com/track/903744/fromrss</u> >
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The Geek Squad Incident - Epilo A few weeks ago, I had a series of pots about my experience with The Geek Squad at Best Buy, Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.

A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door steps. Inside I found frosting on the cake. There were a few small Geek Squad tsotchkes and my very own Geek Squad shirt. I'm an honorary Geek!...and a raving fan. Well done!

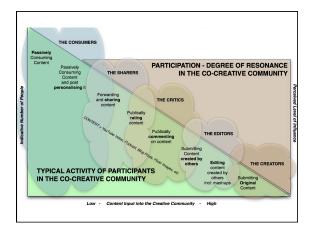


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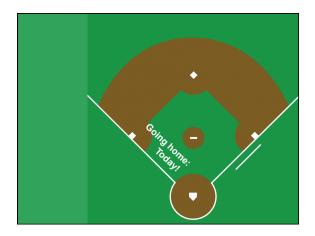
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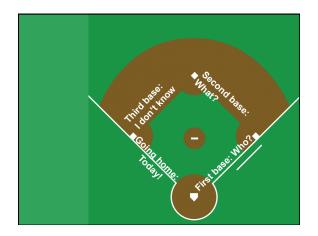


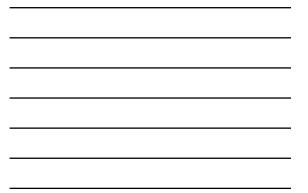








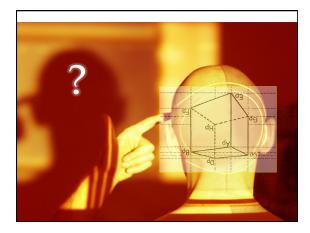




"Too many people think only of their own profit.

But business opportunity seldom knocks on the door of self-centered people.

No customer ever goes to a store merely to please the storekeeper."



Link to all slides, resources etc. http://www.DrewsMarketingMinute.com/MC.html

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