

The Anniversary Gift Analogy

BONE OF CONTENTION



LOVING HUSBAND



LOVED WIFE

I WANT TO SURPRISE MY WIFE ON OUR ANNIVERSARY WITH A FANCY RING.



SAVIOR SALESMAN

JEWELRY FAVORITES:
 • LOVES WHITE GOLD
 • PREFERENCES OPAL OVER DIAMONDS
 • BIRTH-STONE: PEARL

STAGE 1: WALK-IN ENTRY



ADDS HIS OWN PREFERENCES:

- ONE-DAY DELIVERY
- PRICE DISCOUNTS
- NAME INSCRIPTIONS
- ATTRACTIVE GIFT-PACK



TAKES DOWN ORDER & CONTACT DETAILS

STAGE 2: DELIVERY DATE

STORE CUSTOMER DATABASE NOW CONTAINS:

- PRICE OF THE PURCHASED PRODUCT
- PURCHASE DATE
- CUSTOMER FAVORITES
- ANNIVERSARY DATE
- CONTACT DETAILS (VERIFIED BY FINANCE AUTHORITIES)

PRODUCT IS BILLED

DISCOUNT COUPONS ADDED FOR FUTURE PURCHASES

WHAT THE STORE DATABASE REALLY HAS:

- CUSTOMER'S BUYING POWER
- PREFERABLE FOLLOW-UP DATE
- PREFERENCE-BASED CAMPAIGNS
- IDEAL TIME FOR OFFER UPDATES
- VERIFIED CONTACT CHANNELS

STAGE 3: GOING LONG-TERM



GIVES FEEDBACK ABOUT THE SERVICE



FEEDBACK SURVEY



GIVES RESPONSE FOR THE GIFT

NURTURING CAMPAIGN FOCUS:

- GENERAL INFORMATION
- WIFE'S INTEREST
- FAMILY BUDGET
- CELEBRATIONS

UPSELL!