



Pizza Hut Ruined the Market

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Short Description of the Presentation:

When Pizza Hut offered “Any Size Pizza, Any Toppings Only \$10.00” they ruined the pizza market. Guess what, when the economy turned south many companies did the same type of thing. Let’s learn from Pizza Hut’s mistake and from two amazing real life watch companies called Rolex and Timex. You are going to enjoy this presentation!

What’s Done in the Dark Will be Brought to the Light

- Automotive Industry (employee pricing)
- Grocery industry (smaller quantity, more money)
- The Pizza Hut Story

Rolex vs. Timex

- Selling features vs. benefits
- Profit Margins: Rolex vs. Timex
- Where is each purchased?
- Who is their customer and why
- The Wow factor

How to Become a Rolex Company

- Integrity
- Marketing the “right” clientele
- The impact of cleaning up after the job
- Investing in customer service training pays off
- Happy calls
- The effect of giving a gift after a major installation