



If Your Business Closed Today, Would Anyone Really Notice or Care

There's just no place like Las Vegas. Seems no matter how many times you've been there; there is still an excitement or anticipation when you make that next trip. Flying into that oasis that still looks like a mirage in the desert is great.

When you see the strip and all those giant hotels and casinos, isn't the first thing that pops into your mind something like "What Las Vegas really needs is another giant casino?"

No? Well that's exactly what Steve Wynn was thinking. And his vision is now a reality among all those other big name, big dollar properties.

The slick, black, wrap-around look of The Wynn hotel, casino, shopping mall and golf resort is the new color in the Vegas rainbow. And even that doesn't do justice describing it. It's almost beyond description.

You have to see it to believe it, and even then it's enough to stretch your belief system. Every big name boutique you'd hope to find from Rodeo Drive to Fifth Avenue has a spot on the Wynn walk of famous shopping. People stand and gawk at a giant wall of water in the gardens, and what it costs to furnish all the fresh flowers inside the hotel would be enough to build most three bedroom houses.

It's HUGE with a capital HU!
(Hint: There's a Ferrari dealership inside it.)

So why another casino in Las Vegas? It's obviously not just another casino or hotel. It's an emotional experience that people come to see and feel and tell others about. If you're coming here you can save big money by staying at an older giant hotel or some chain we've all heard. The rooms are clean, OK, good price, practical, etc. Sound familiar? Low mileage, solid transportation, good price.

Where's the emotional experience at your place for the consumer? Are they excited about becoming a customer? What will they say about you when they tell their story?

Not everyone has 2.7 billion to throw at a giant hotel/casino/golf resort ... or at a dealership in Chattanooga, but everyone has ways of making the customer feel special for doing business here.

Here's the formula:

Whatever you sell is boring. And whatever I sell is boring. Unless you or I make it remarkable in the eyes of the customer. Unless the emotional experience they're getting makes the money they spend less important than the experience or the story they can't wait to tell about you and how you did it.

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Las Vegas knows the secret to this "NOW" economy. So does Steve Wynn. So do Starbucks and Harley Davidson. So do Oprah and Jimmy Buffet. So did Elvis. Do you?

Are you creating an amazing experience for the prospective buyer who is almost always first a prospective looker? Are people walking around talking about coming back here to be a buyer? No one at The Wynn is trying to stop the "lookers" from leaving without checking in today! Are you still worried about selling your "lookers" today instead of creating such an attractive "show" that they can't wait to be back ... and buy!

This is the most sophisticated marketplace we've ever known. And while rumors and excuses lament today's economy with labels

that range from slow to terrible, the facts say otherwise.

If there's nothing very special about your work or the value or service you provide then you're lumped in with all the other roadside "motels" of the world in the eyes of the customer. And if another one of them goes out of business today, would we really notice?

But what if Starbucks or Harley Davidson or Disney World or Las Vegas closed tomorrow? Would anyone notice?

You bet. And that's the very reason it won't happen anytime soon. Because people notice and love spending their money there. What makes you special or cool or valuable or remarkable in the eyes of the buyer? And if you can't answer, that's a great place to begin your radical improvement.

If all you're doing is selling cars it can be all about price. But the feeling I get driving around Las Vegas in my convertible with the top down and the sun winking at me from all those big shiny buildings doesn't leave much room in my imagination to remember how much I paid to be here. Even if I can recall the number, it's a small price to pay for this "emotional experience" that I couldn't wait to tell someone about. And now I have.

The reason the rich keep getting richer, as they say, is because the rich keep doing the things that win in any economy, and the poor (read: ordinary or average) keep doing the not-so-special things that nobody's really noticing. How excited are your customers about what you do and how you do it? Want some better questions on how to improve your "show"?

If you want my short list on "Wynning" in this "NOW" economy, visit www.MichaelYork.com/autosuccess.

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