

CoffeeDifferent

You'll never market your Coffee House the same way again...



CoffeeDifferent, what barista training will not teach you...

BobbyGrant is a marketing & branding expert with BroadMoar. He started his career with Apple Computer as a Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group for over 10 years.

Over the past 4 decades, he has collaborated with many iconic Fortune 500 companies, including Disney, Nordstrom, FedEx, and The Ritz Carlton. Building on his unique experiences, he learned to work with these companies. He learned what works best and what mistakes to avoid.

Because of those experiences, numerous trade shows and industry event coordinators invited him to present. BobbyGrant met many entrepreneurs, business owners, and franchise groups. He worked with them to increase revenue and margins while increasing customer experience and services.

Through his experiences, BobbyGrant saw a need to create CoffeeDifferent. CoffeeDifferent is all about the customer's journey and experience with your coffee business. We use our Reaction Marketing to teach your staff techniques how to create better reactions. Finally, we add the third component, our Proven 3-Step Process. We have over 1K locations using these techniques today.

Did you know that it costs between \$40-\$70 to get a customer in your door if you use traditional advertising, like radio, TV, or print media? Did you also realize if a customer has a positive experience in your business there's only a 30% chance they will return for a second visit? Did you know that if you can bring them back for a second visit, there is about a 40% chance they will come again? However, if you can bring them back for a third visit, you have a 70% chance they will be back again and again. We have a marketing system that gets them in for all three visits and requires no advertising. Product sourcing is also available.

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Contact a BroadMoar Advisor today.

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