

# PizzaDifferent

*You might think having a pizza restaurant is successful enough. Why should you PizzaDifferent?*



## PizzaDifferent is All About Giving Your Customers a Better Experience in Your Place vs. Your Competition!

BobbyGrant Richardson is a marketing & branding expert with BroadMoar. He started his 18-year career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group.

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

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

After many years of working with restaurant owners - franchises and non-franchises -he noticed that a large sub-set was in the pizza industry.

BobbyGrant used his **"Reaction Marketing"** method along with his branding expertise to create a strategy for small pizza shop owners. PizzaDifferent was created! PizzaDifferent is all about the customers' experience.

Who is the ideal candidate for PizzaDifferent? We are seeking those owners looking to:

- Grow your business dramatically  
(One client saw a 60% increase in lunch business)
- Be the pizza place customers will share online
- Be willing to "ThinkDifferent"
- Be willing to grow your lunch business and carry-out
- Be willing to work hard and PizzaDifferent

We also combine **"Reaction Marketing"** with the 4 dynamic principles to radically change the mindset of the staff to create an even better customer experience.

Contact a BroadMoar Advisor today to see if the "PizzaDifferent" process is right for your company.

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