

5D-MACHINE MODULE 7

MODULE 7

SURROUNDANCE

PRE-REQUISITES

1 The second dimension of our program is what we call SURROUNDANCE.

2 Surroundance is where the real opportunities for DIFFERENTIATION exist.

3 It is a fact that it is becoming rarer that you can get enough of a PRODUCT COMPETITIVE ADVANTAGE to gain SEPARATION from your competition.

SAMSUNG / APPLE PHONES.

4 The factors that SURROUND your product are typically FAR MORE IMPORTANT than your product ever will be.

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	Z-SEVEN INSTRUCTIONS		
	SURROUNDANCE begins with an examination of EVERY STEP IN THE CONSUMER'S PROCESS of dealing with you.		
	But in a very specific way - you need TO DIRECTLY EXPERIENCE INTERACTION with you EXACTLY AS A CONSUMER DOES.		DOGFOODING.
	A common mistake made is to not view their business from the consumer's perspective but FROM THEIR OWN.		
Z7.1	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to IDENTIFY / EVALUATE YOUR PRODUCT. Do not miss a step.		
Z7.2	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to SELECT YOUR PRODUCT. Do not miss a step.		BALABAN BROTHERS.
Z15.3	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to ORDER YOUR PRODUCT. Do not miss a step.		NATHAN'S.
Z7.4	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to ACQUIRE YOUR PRODUCT. Do not miss a step.		CLEVELAND CLINIC / SAME DAY.
Z7.5	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to PAY FOR YOUR PRODUCT. Do not miss a step.		SEARS CREDIT CARD.
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Z7.6	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to RECEIVE YOUR PRODUCT. Do not miss a step.		DOLLAR SHAVE. MCDONALDS DRIVE THRU. BURGER KING / TRAFFIC.
Z7.7	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to UNPACKAGE YOUR PRODUCT. Do not miss a step.		
Z7.8	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to INSTALL YOUR PRODUCT. Do not miss a step.		YOUTUBE. NETFLIX (TECH). BRASSIERE.
Z7.9	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to UTILIZE / CONSUME YOUR PRODUCT. Do not miss a step.		TINDER. LUGGAGE / WHEEL.
Z7.10	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to DISPOSE OF YOUR PRODUCT. Do not miss a step.		
Z7.11	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to INIATE A COMPLAINT ABOUT YOUR PRODUCT. Do not miss a step.		TIME WARNER ON HOLD.
Z7.12	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to EVALUATE THE EFFECTIVENESS OF YOUR PRODUCT. Do not miss a step.		
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