	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.	

	REQUIRED UNDERSTANDINGS	
1	Perfectly satisfying someone's desires likely requires not just creating a product, but engineering and delivering A WHOLE SET OF EXPERIENCES that address THE MANY DIMENSIONS of the customer's desires.	REWRITE.
2	And that is Surroundance - ALL the experiences that SURROUND your product, its acquisition, installation, consumption, every single component of THE CONSUMER PROCESS.	
3	How important is product? Do you think historically people went to McDonalds due to the quality of their actual product? What was most important?	MCDONALDS 21/21.
4	This cost of doing business with you is typically referred to as FRICTION. We strive, of course, to be frictionless.	
5	Friction is a cost YOU HAVE INSERTED into the process - may not be monetary but that's irrelevant. In fact, many non-financial costs are far more expensive to the consumer than monetary ones.	
	Most important, you need to hear this - friction in dealing with you is YOUR RESPONSIBLY no matter who/where it comes from. IT'S ALL ON YOU.	GILLETTE / MEATBALL.
	Almost all friction arises for one reason only - because the company is doing things for its own benefit, not the consumer's.	
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	OBJECTIVE / PURPOSE	
	Current adamage is at first A CEADCII for abstraction that are went the acceptance from	
	Surroundance is at first A SEARCH for obstacles that prevent the consumer from	
1	being able to get EXACTLY what they want.	
2	To identify EVERY MOLECULE OF FRICTION.	
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	Because a deficiency in any ONE of them is just as fatal as a product that	
	doesn't work.	AMAZON PRIME.
		KODAK / SLOGAN.
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	Z-SEVEN INSTRUCTIONS	
	SURROUNDANCE begins with an examination of EVERY STEP IN THE CONSUMER'S PROCESS of dealing with you.	
	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.
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	A common mistake made is to not view their business from the consumer's	
	perspective but FROM THEIR OWN.	
	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to	
<b>Z7.1</b>	IDENTIFY / EVALUATE YOUR PRODUCT. Do not miss a step.	
	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to	
<b>Z7.2</b>	SELECT YOUR PRODUCT. Do not miss a step.	BALABAN BROTHERS.
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	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to	
Z15.3	ORDER YOUR PRODUCT. Do not miss a step.	NATHAN'S.
	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to	OLEVELAND OLINIO (CAME DAY
<b>Z7.4</b>	ACQUIRE YOUR PRODUCT. Do not miss a step.	CLEVELAND CLINIC / SAME DAY.
	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to PAY	
<b>Z7.5</b>	FOR YOUR PRODUCT. Do not miss a step.	SEARS CREDIT CARD.
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<b>Z7.6</b>	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.
<b>Z7.7</b>	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.
27.9	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.
<b>Z7.10</b>	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to DISPOSE OF YOUR PRODUCT. Do not miss a step.	
<b>Z7.11</b>	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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	Identify EVERY SINGLE STEP in the chain a customer must traverse in order to	
Z7.13	RESOLVE COMPLAINTS ABOUT YOUR PRODUCT. Do not miss a step.	
	Identifying EVERY SINGLE STEP in the chain a customer must traverse in order to	
Z7.14	RE-ORDER YOUR PRODUCT. Do not miss a step.	BURGER KING.
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