

# CoffeeDifferent

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



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

BroadMoar's BobbyGrant is a marketing and branding expert. After 18 years working for Apple Computer as a marketing executive, he joined IBM Global Services where he managed an e-commerce consulting group for over 10 years.

Over the course of four decades, he has collaborated with numerous iconic Fortune 500 companies, including Disney, Nordstrom, FedEx, and The Ritz-Carlton. From his unique experiences, he developed an understanding of what works and what doesn't.

As a result of these experiences, he has been invited to speak at several industry events and trade shows. BobbyGrant met many entrepreneurs, business owners, and franchise groups. Through his years of creative skills and knowledge, they increased revenues and margins while improving customer service.

As a result of these experiences, BobbyGrant saw the need to create something special for the coffee industry. Coffee**Different** was created to focus on the customer's journey with your coffee business. **Reaction Marketing** teaches your staff how to create better reactions. A third component, our 3-Step Proven Process, is added. Today, over 1K locations use these techniques.

Traditional advertising, such as radio, TV, or print media, costs between \$40-\$70 to get a customer in the door. Are you aware that if a customer has a positive experience in your business, they are only 30% likely to return? If you can get them back for a second visit, there is about a 40% chance they will return? After a third visit, you have a 70% chance of getting them back again and again. As part of CoffeeDifferent, we have a marketing system that gets them in for all three visits without requiring marketing or advertising money.

Contact a BroadMoar Partner or Advisor today.

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**BD**  
**BrandDifferent™**

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