

# "Reaction Marketing™"

Be the Business that Stands-out



THE RITZ-CARLTON



Inspired from over 40 years of working with these incredible & iconic companies and others...

## "Market**Different**" with "REACTION MARKETING"

Hello, I'm BobbyGrant. With my experience as an Apple Marketing Executive, I have worked with a wide range of iconic companies. These companies include Apple Computer, IBM, Coca-Cola, Disney, Nordstrom, The Cheesecake Factory, and The Ritz Carlton and others. Based on my years of experience, these companies create the best "GREAT CUSTOMER EXPERIENCES". I was once told by a Disney Imagineer, "Things happen because we make them happen." This statement changed the way I think about growing business units and over the last 30 years, I have observed, practiced, and honed this science resulting in the creation of "Reaction Marketing."

Understanding how to apply this process to your business will yield incredible results.

Learn more about "Reaction Marketing" and the four dynamic principles needed to accelerate your business to "Market**Different**."

"Experiences" are not created by accident but rather by **DESIGN**, we leave nothing to chance. When you make your customers feel good at your place, they want to return. All because you chose to make it happen.

As a business owner, you need to understand that you **Live** and **Die** by the **reactions & attitudes** of your your staff creates for your customers. I will teach you how to manage these **Reactions** better so you can attain far better results in your business and change your entire professional life; and you will also see results in your personal life.

"**Reaction Marketing**" is not marketing by reactions...I am big on marketing **different**. Once you learn about "**Reaction Marketing**" your thoughts on marketing will never be the same again.

Are you ready to add  
**"REACTION MARKETING?"**  
Start Marketing Your Business **Differently**  
Achieve the results you were meant to achieve  
See a 22% or Greater Revenue Increase

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BrandDifferent™

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# Market Different

Do you want your business to STAND-OUT and be the business that everyone talks about and wants to visit?

Does your business want more customers?

Do you want your customers to return to you more often?

And, do you want customers to spend more on each visit?

I really hope you answered yes to all three questions. I'm going to ask you to think about the first thing that comes to mind when you read the questions below.

- What's the most incredible restaurant you know?
- What hotel offers the best service?
- Who makes the best quality shoes?
- What is the Best Amusement Park?

The one thing all these businesses have in common is they provoke a **“positive reaction”** in your mind.

Is your business seem to be hitting the wall and cannot seem to grow?

Do you hope your business provoked the same “positive reaction”?

Allow me to regress just a few years ago. I had the pleasure of spending a few days with Brigadier General Chuck Yeager, the man that broke the sound barrier and the movie the “Right Stuff” was about. Yes, that's me in 1985 with “Chuck” at the Ritz Carlton in Southern California. He shared with me many stories and one thing that stood out to me was the 1% rule.

The 1% could mean success, failure or death in some cases, the general explained. You see most people fail and give up because of doing things just 1% wrong. He explained they tried numerous times to break the sound barrier and the aircraft buffeted so badly. Just by adding a small adjustable piece of metal to the horizontal stabilizer, that was the 1% difference.



I met another icon in the space race, Gene Kranz, mission control director for the Apollo Moon landings. Mr. Kranz shared with me a story of again where the 1% rule applied. Gene told me that NASA did not have the luxury of being even 1% off. NASA had to be 100% spot on all the time. Mr. Kranz continued to say if we were just 1% off on our calculations for the moon, the astronauts would have missed the moon by over 1 million miles.

Let's apply this 1% rule to business and see how it would work. You see if you make just a 1% change now, the results can be dramatic in months or years out.

You see it's really more than marketing yourself differently or re-branding yourself, it is really about taking the business and re-inventing the culture from the ground up. Most business owners always think about the cost of any change, but clearly, the cost of not doing something will cost you so much more.

Will Rogers once said, “Even if you are on the right track, you stay there long enough you are bound to get run over”. Meaning if things worked in the past, they may not down the road, your competitors are gunning for you, so what are you planning to do about it?