


Exclusivity
How exclusive can you be?





NACE EXPERIENCE! 2011
RENO TAHOE
July 24-27

Wednesday July 27, 2011
9:00 am to 10:15 am



Who am I ?

- David Reusche, ARAMARK Higher Education
 - National Director, Catering Excellence
 - 35 years In Hospitality, 25 In Catering
 - Marketing, Training, Menu Solutions, Technology
 - Former NACE National Board - At-large

Take-a-ways for today

- What's the fuss about exclusivity?
- How to distance yourself from the competition and stand out in a crowd of other service providers
- How to successfully respond to RFP's and execute a winning bid proposal.
- How exclusive can you be?
- The pros and cons of being an exclusive caterer
- Considerations -

How many can you name??

Pebble Beach
Sotheby's Auction House
Opus One
Black DeWare License Plate
Versace
Vodafone
Pebble Beach
Fair Trade
La Coete
Rolex
Vail
Ski Resort
Lamborghini
Rolls Royce
Brooks Brothers

WAGE EXPERIMENT 2011
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NBA Championship Wimbledon US Open Super Bowl

Michael Jordan 6 X
Venus Williams 5 X
Jack Nicklaus 4 X
Tom Brady 3 X

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Louis XIV

Ivy Restaurant - LA
McDonalds
Beluga Caviar
Starbucks Coffee
Green Room, Hotel DuPont

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McDonalds is the "official" restaurant of the The Olympic Games.





Contract term in which one party grants another party sole rights with regard to a particular business function.

Exclusivity = Perceived value



What does this mean to you??

- Increased visibility and PR
- You have access to all of the business





Venue perspective:

- Location, Uniqueness, Fashion, History
- Develop Marketing that supports venue
- Include Proof Statement
- Points of Differentiation
- Create Expectations for Event Professionals
- ALWAYS - play fair



Event professional perspective

- Event Planner, Caterers, Photographer, Entertainment, Rentals, Florists, IT, etc
 - How do you market your business to the venue?
 - Develop Testimonials & Proof Statements
 - Points of Differentiation - what makes you different?
 - How will you engage your event partners if the lead comes through you? Or through them?







Do's

- Always have a Professional Focus
- Concentration on what you do best


Don'ts

- Never be aloof or act like you own the place
- Never talk bad about your competition, rather explain the differences
- Never have a take it or leave attitude - no matter how good you or the venue is




Usually to the left or right of a serving Player at Center Court during Wimbledon




How about a company that decided to stand out on the world stage, in a way that had nothing to do with their business



How is your business viewed?



What does your picture look like?

Who stands out in the this crowd of advertisers?



How do you stand out?

- Are you a member of your Chamber of Commerce?
- Are you involved with community events?
- Do you sponsor a Little League Team?
- Print Ad or Web-based sponsorships?



What to do...

- Be aware of Annual events
- Understand the goal & focus completely
- Develop your competitive advantage, create perspective
- Suggest options or supplemental add-ons



What to do...cont'd

- Develop connectivity with people that can provide accurate information - listen
- Respond timely & accurately, if you have questions, develop list, ask once
- Bottom-line: too many nuisance requests for the same RFP shows a lack of professionalism



What to do...

- Navigate the politics, position yourself
- Be a partner, understand the culture, provide solutions
- Demonstrate your listening skills
- Have the right financing, don't complicate



Its like leasing a new car...for both parties

- Can you see yourself in it?
- Does it feel comfortable?
- Does it create any uncertainty
- What are the rules if you opt out?
- Bottom-line - Will expectations work for the business in good times and bad? Understand the terms.





How exclusive can you be? Or want to be?

- Can you optimize financing?
- What partnerships with Event professionals help you?
- Does exclusivity create any uncertainty?
- What are the rules if you opt out?





Danger of exclusivity is -
people *have to buy* from you
rather than
wanting to!

- What will your sales strategy look like?
- How flexible will you be?





Can you ascertain:

- Is there a true sense of partnership?
- Understand their reasons for exclusivity
- Availability for a long term contract?
- Is there clear parameters for commission structure?
- Do you know your limits? Physical limits of venue?
- Is there an obligation for "in-kind" events?





This might be the best way to start:

- Less Pressure
- Less Investment up front
- Some exposure and visibility increase
- Be part of a small list - not large





Components:

- Development of YOUR brand
- Investment will be required
- May temporarily challenge your work/life balance
- Can be a steady stream of Income



Be in control at all times:

- Do your homework
- Understand the investment
 - Personal time
 - Monetary
- Understand contract management
- Look for "limited" or "preferred" groupings



Thank you for your attention

Enjoy the rest of the conference

