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EXTRAORDINARY EXPERIENCES: What Great Retail and Restaurant Brands Do

By Denise Lee Yohn

"Denise Lee Yohn's *Extraordinary Experiences* should be required reading for all CEOs."

-- Ted Coiné, CMO of Meddle.it

Discover how brick-and-mortar brands create extraordinary experiences that keep drawing customers into their stores.

How do some stores and restaurants break through the clutter; compete with bigger, online competitors; and manage to grow and thrive when so many others fail? They earn customer love and loyalty by creatively designing and consistently delivering great retail customer experiences.

In her first bestselling book, *What Great Brands Do* (Jossey-Bass), brand expert Denise Lee Yohn de-mystified the brand-building process and unlocked the seven keys to great brand, including "great brands avoid selling products" and "great brands start inside." Now she shows how business leaders address the unique challenges and exploit the unique opportunities of the physical retail world to build great brands.

Extraordinary retail and restaurant customer experiences don't just happen; nor do they result only from excellent operations. They stem from the strong cultural foundations, deliberate planning decisions, and integrity in execution.

Denise Lee Yohn's *Extraordinary Experiences* profiles seven popular, powerful brands, including:

- **Costco** -- it sustainably grows its membership and maintains one of the highest loyalty rates in the country through an exclusive customer appeal
- **Popeyes Louisiana Kitchen** -- courageous company leaders fought back from near financial bankruptcy and franchisee mutiny by choosing to cultivate a servant-leader culture
- **PIRCH** -- a small high-end appliance chain has transformed the process of shopping for home fixtures from tedious and predictable to emotionally fulfilling

The case studies are relatable, accessible, and applicable to all companies inside or out of the restaurant or retail industries. They show how to build a great brand whether an organization is big or small, new or old, out-spent, under-resourced or facing some other challenge.

Packed with compelling stories and practical principles, *Extraordinary Experiences* is the brand-building and retail customer experience bible on every business leader's shelf.

EXTRAORDINARY EXPERIENCES

**WHAT GREAT RETAIL
AND RESTAURANT
BRANDS DO**



DENISE LEE YOHN

author of the bestselling book *What Great Brands Do*

Title:

EXTRAORDINARY
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Denise Lee Yohn

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About the Author



Blending a fresh perspective, twenty-five years of experience working with world-class brands including Sony and Frito-Lay, and a talent for inspiring audiences, Denise Lee Yohn is a leading authority and in-demand speaker on building and positioning exceptional brands.

Denise is the author of the bestselling book *What Great Brands Do: The Seven Brand-Building Principles That Separate the Best from the Rest* (Jossey-Bass). She frequently appears in national media including FOX Business TV and USA Today. She is a regular contributor to Harvard Business Review and Forbes and her talks have inspired and taught thousands of CEOs, CMOs, and entrepreneurs around the world.

Advance Praise for *Extraordinary Experiences*

If you want a shortcut in your goal to improve customer loyalty, start with Denise Lee Yohn. *What Great Brands Do* is a practical guide to providing an exceptional brand experience. In *Extraordinary Experiences*, Denise builds on her earlier work, sharing strategies and actions for creating a cherished brand. -- **Skip Prichard, President & CEO, OCLC, Leadership Insights and blogger at skipprichard.com**

Timely and chock full of relevant examples, *Extraordinary Experiences* is a must-read for anyone who wants to use first-class customer experience as a competitive differentiator. Highly recommended! -- **Jay Baer, digital marketing keynote speaker and emcee, Author of New York Times best seller *Youtility*, and President of marketing consultancy Convince & Convert**

I love good information backed up with real life case studies. Denise Lee Yohn's gift of storytelling and insightful analysis make *Extraordinary Experiences* an inspiring and immediately actionable read. -- **Shep Hyken, customer service expert and New York Times bestselling author of *The Amazement Revolution***

Denise Lee Yohn's *Extraordinary Experiences* should be required reading for all CEOs. It sheds new light on how to achieve the kind of brand leadership that everyone -- from customers to employees to investors -- wants a piece of. -- **Ted Coine, CMO of Meddle.it and author of *A World Gone Social: How Companies Must Adapt to Survive***

How a company decides to behave becomes how that brand shows up in the marketplace. In this book, Denise Lee Yohn enlightens the reader with an essential map for how to become a brand that earns the right to customer-driven growth. -- **Jeanne Bliss, President, CustomerBliss, and Author, *Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine***

Denise has done it again! *Extraordinary Experiences* is a deep dive into how some of today's truly great companies are building their brands to better engage customers while improving their bottom lines, and how any business owner or marketing executive can do the same. Chock-full of powerful insights and information you won't find anywhere else, *Extraordinary Experiences* is an essential addition to your brand-building toolbox. -- **Peter Economy, The Leadership Guy on INC.COM**

Fast Facts about the Retail and Restaurant Industries

- There are 1 million restaurants and 3.8 million retail establishments in the U.S. -- National Restaurant Association and the National Retail Federation
- In-store sales comprise 94% (\$4.3 trillion) of total retail spending -- U.S. Commerce Dept.
- 80% of leaders say their brands offer a superior customer experience but only 8% of customers agree -- Shankman Honig
- Nine of 10 consumers worldwide say that they choose brands based on experience -- National Restaurant Association
- It takes 12 positive customer experiences to make up for one negative one -- Parature
- 39% of customer decrease their spending with a company after a single bad experience -- Temkin Research Group
- A happy customer will tell about 4-6 people about a positive experience they've had; an unhappy customer will tell about 9-15 people about their negative experience -- White House Office of Consumer Affairs
- 86% of customers will pay more for a better customer experience -- 45% will pay 15% or more for a great customer experience -- RightNow Technologies

Top 10 Quotes from *Extraordinary Experiences*

1. Great retail and restaurant brands become great not through what they say, but what they do. They earn our love and loyalty not by talking about themselves in advertising or social media, but by creatively designing and consistently delivering great experiences.
2. Popeyes Louisiana Kitchen CEO Cheryl Bachelder and her team made a deliberate decision not to just *like* their franchisees, but to love them. "It was a game-changing notion -- to love the people you lead."
3. An extraordinary culture should not be an end unto itself; it is the means to a better end for the company.
4. A purchase is rarely just a purchase...people seek out products that enable them to express and experience different identities.
5. Strong, emotional customer bonds are the most effective drivers of sustained store traffic and true loyalty.
6. "A store that tries to be all things to all people will end up being nothing to anyone. A retailer reflecting honesty, credibility, and a definite direction that can be understood by its customers and vendors will have a good chance to make it." -- Costco founder Sol Price
7. Perhaps the most important sign in a PIRCH store reads, "In the effort to be fully transparent, we will make mistakes, but when we do, we will work very hard until we fix them completely, and we're so confident of this, here's our CEO's phone number."
8. "We're going to only grow as we have people to grow with," Joe Tortorice Jr., founder and Chairman of Jason's Deli said. "Our growth isn't mandated by some analyst on Wall Street. It's not mandated by a bank. It's not mandated by anyone."
9. Your brand isn't simply an identity to promote, it's an instrument you put to work every day.
10. You build a great brand by putting your brand at the center of your organization.