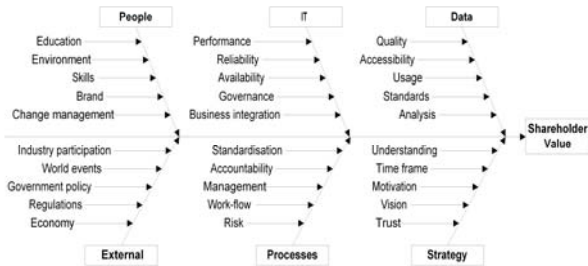


Returning Shareholder Value

Standardisation Lower Costs & Guaranteed Service Delivery



Factors Impacting Shareholder Value



Standard service delivery



- Uniform presentation
- Standard tools
- Standard procedures
- Standard parts
- Standard information
- Standard training
- Assembly line
- Quality assurance
- Accountability



Benefits of standardisation



- Guarantee delivery
- Ease of operation
- Lower cost
- Competitive advantage
- Market dominance
- Alliance enhancement
- Business diversification
- Dominance in markets



Audience - Task - Recipe

- Establish requirement
- Provide product information
- Provide pricing and deals
- Provide availability details
- Introduce related items
- Close the sale

Sales Process

- Who is the audience
- What is the task they want to achieve
- What is the recipe you need to complete that task



Standard Recipes

- Standard rules for branding
- Formulas for newspapers and TV shows
- Standard techniques to handle the media
- Recipes apply to all areas
- Own the recipes & create market dominance



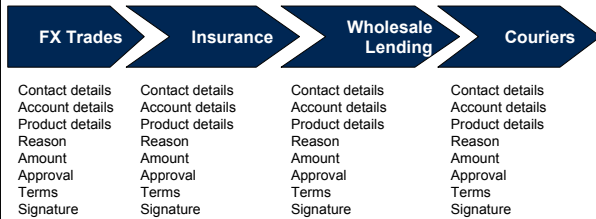
- McDonalds developed and owned the recipes for standardised fast food - #1
- Hungry Jacks - copies - #2
- Dominos etc. apply to different foods and have market dominance



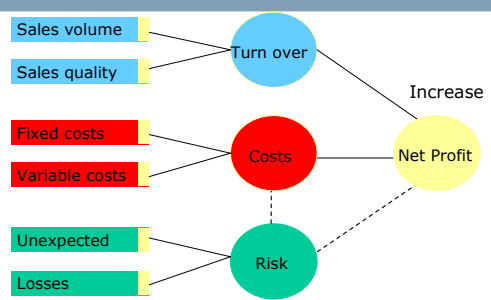
Real Estate Sales Process



Common Process - Refunds



Business Benefits



Standard Recipes

- Standard rules for branding
- Formulas for newspapers and TV shows
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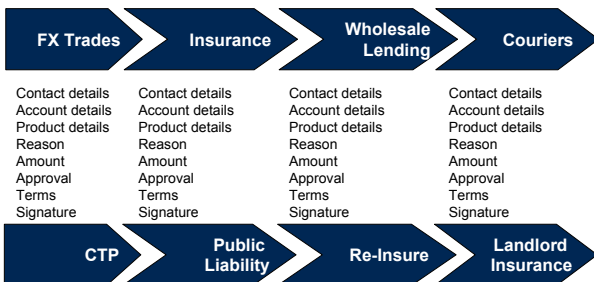
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Real Estate Sales Process



Common Process - Refunds



Questions