JOINT VENTURE BUSINESS ADVISOR

Responsible for helping launch a joint venture between two Fortune 500 companies including the overall customer experience. The project focused on Customer Education, In-Store Merchandising and Performance Monitoring with the following objectives:



- Improve customer satisfaction and loyalty
- Promote advocacy and referrals
- Develop a competitive edge that builds strong customer relationships







OVERVIEW

A joint venture launched in 2022, Ditto is a digital projection system to make patterns paperless, customizable and adaptable to body measurements. The ecosystem includes hardware, digital pattern content accessed via a website, and an app installed on a connected mobile device.

CHC supported Ditto in three critical areas:

- **1) Education:** Initiated introduction events, a hands-on class, in-store demos, and a retail chain education event.
- **2) In-Store Experience:** Led design and development of mobile demo units and correlating graphic end caps. Collaborated with creative and marketing teams to produce in-store signage. Established in-store audio announcements and commercials.
- **3) Performance Analysis:** Analyzed dealership product penetration and developed regional goals to increase market penetration. Developed a five sales channel promotional matrix to monitor the impact of marketing initiatives on actual sales vs. forecasts.

EVENT & EDUCATION TIMELINE

LET'S DITTO TOGETHER

Nov '22

Established this product intro and selling event

STATS: +25 invited attendees 32.5% selling conversion DITTO HANDS-ON CLASS

Jan '23

Developed a hands-on class model

STATS: +10 attendees 28% selling conversion +8K sales revenue LET'S DITTO TOGETHER

Feb '23

Expanded to nine regional dealer conventions

STATS:

+400 dealers attendees 22.6% selling conversion

DITTO DEMO TESTS

Feb-Mar '23

Executed a four store tour & developed virtual option

STATS:

+30 customer attendees 48.5% selling conversion +22K sales revenue DITTO EDUCATION EVENT

Mar '23

Created ongoing model to train +300 stakeholders

STATS:

150 stores +600 demos executed 31.6% selling conversion

OVERALL RESULTS

+650

Team members trained +30%

Selling conversion rate +46%
Ditto
market
penetration

GET IN TOUCH... Learn more

mkrebs@consultcoachhouse.com 330.618.6691 consultcoachhouse.com