

7 Stages of Consumer Logistics Justin Trowbridge Buyer Behavior - Bellevue University

Sunday, November 9, 14

Lexus' "Secret"

- Kaizen (Kai-zen): A japanese word meaning "continuous improvement"
- From the beginning
 Lexus has developed a
 brand that meets or
 excels expectations



Preparation

- Ads are contemporary and portray a lifestyle
- No pricing or discounts is found in the ads
- Premium brand involvement

LOOK TWICE.

The Entirely New ES. And The F

Querus

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Introducing the All-New 2013 LSF SPORT. You span the data and the data length as some as you use the hand elithed, hardner dramad interior, hard user sente, and a distribute sectors. The the solidight there is benefit and a suggestion, and the there is the first brain dramad by the solidight span to the and a suggestion, and any the receiver issued public ables begins to show. The LSF SPORT. At all targeting association are single Concerning.

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Arriving at the Store

- Facilities mirror quality of products
- Premium use of materials and overall appearance
- Sets the stage for sales experience





Enter the Store

- Staff is friendly and polite
- Concierge style approach to reception
- Low pressure approach upon arrival
- Facilities are customer centric



Moving through the Store

- One of each model present on showroom
- Tour includes facilities and service advisor
- Amenities not found in typical dealerships



"Checkout"

- Vehicle delivery in private bay
- Tactile involvement of the entire vehicle
- Preferences and settings customized to customers needs
- Concretes long term relationship with customer



Going Home & Storage

- Next day follow-up from sales person to make sure all is well
- Follow-up every 6
 months to facilitate
 service or other needs
- Ongoing relationship with dealership staff



Inventory Replenishment

- Greeted by name when in for service
- Current model loaner
 vehicle for service over
 4 hours
- Lavish waiting room
- Sales staff follow-up at lease end or early trade out



Customer Involvement

- Dealership design is in keeping with premium expectations
- Customers are catered to as much as possible
- Buying "process" includes involvement from the consumer

- Ongoing relationship building through service and follow-up
- Customers become advocates for future sales of new customers
- Brand loyalty through excellent customer service

Summary



"The relentless pursuit of perfection"

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