



7 Stages of Consumer Logistics

Justin Trowbridge

Buyer Behavior - Bellevue University

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



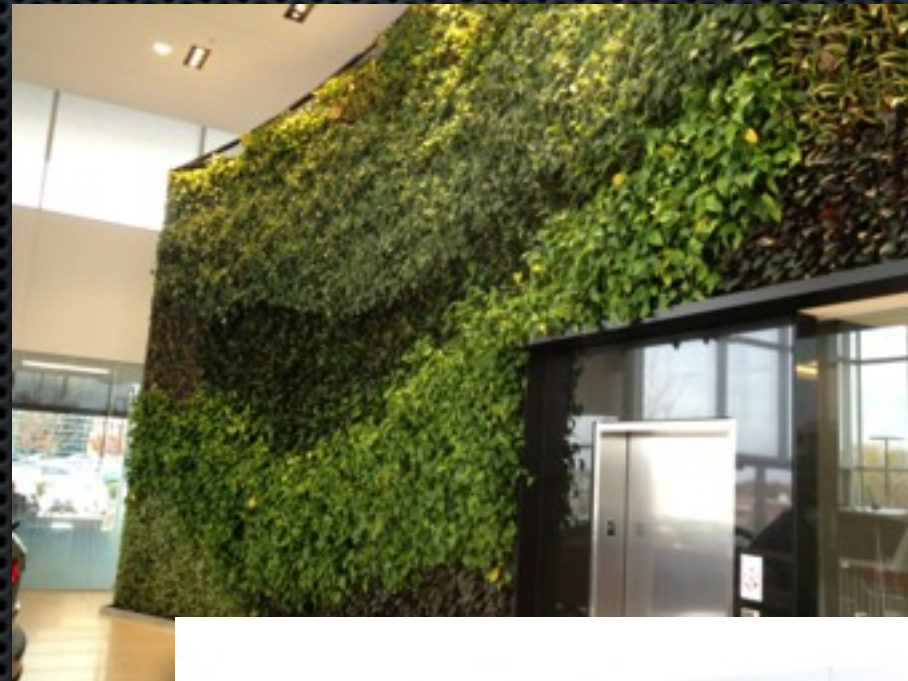
Arriving at the Store

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



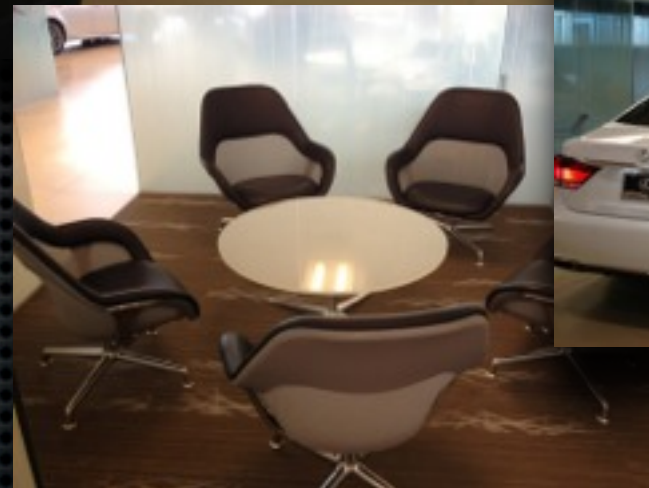
Enter the Store

- ✦ 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



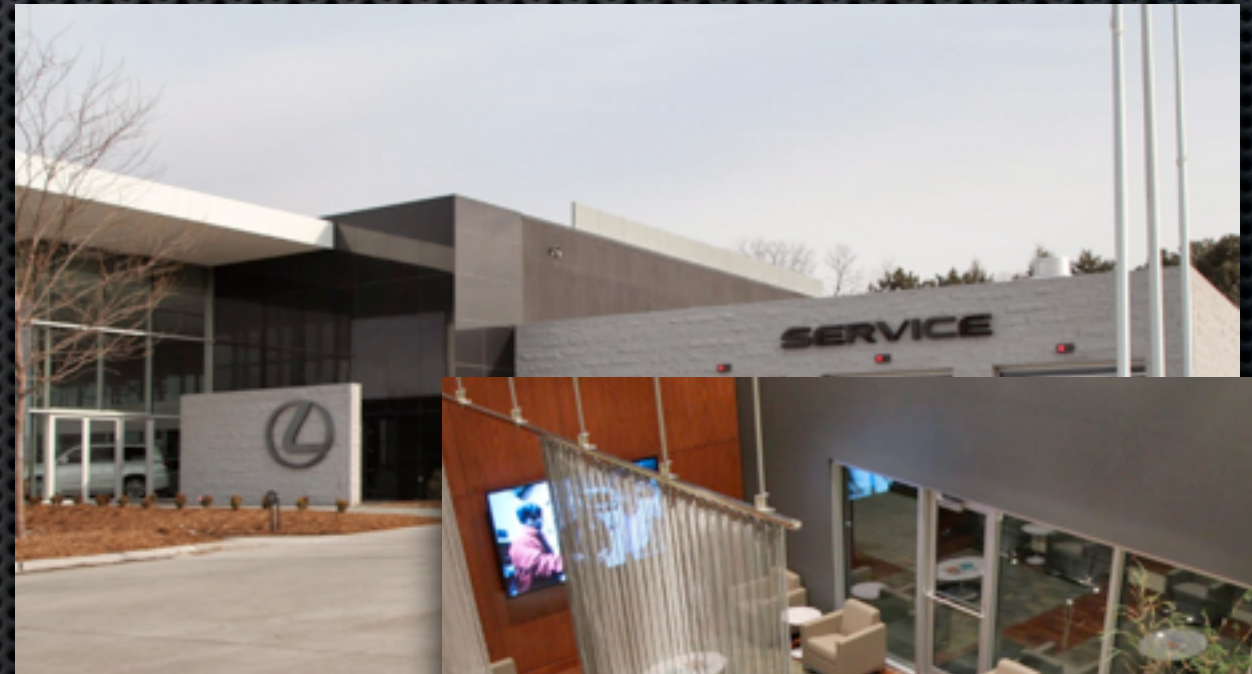
Going Home & Storage

- ✦ 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”