

## Spin questions (Results from Call with Store Manager)

### Situation

- Situation Questions
  - General understanding of the business
    - How they got started?
    - How they currently market their business
      - Single FB/IG pages
      - SEO?
      - Google My Business?
        - Follow-up questions
  - Tell me about their best customers
    - Christmas time, go for seasonal (christmas) flavors
    - Most are tourists and not regular
      - They buy the most
    - What do they buy most often?
      - More alcohol infused than traditional are purchased.
  - Who are the pieces
    - Fudge, Chocolate
      - \*\* no melt guarantee\*\*
      - \*\* hand painted Truffle bars, French Cocoa Butter\*\*
- Problem Questions
  - How many customers do you currently have
    - 100-200 people when slow - Daily
    - 400-500 people when busy - Daily
  - What is the volume of customers do you want to hit?
    - Would like to double current traffic
  - What challenges have happened not to achieve those goals?
    - This will clue into the problem
      - Not posting, no idea how to use instagram
      - Never run ads from location (TN does not carry Fudge)
      - Gatinsburg TN only handles truffle bars
    - Why didn't the past attempts not work?
      - Forget to post
        - Posting new flavors,
        - Store was opened originally by an operator, but now corporate now owns it
        - Mt. Eagle is 5 hrs away.

- All the stuff is made in Grove city, then overnighted to Gatlinburg, TN

- ***Restate the problem/goal***

- Implication Questions

- What happens if you don't get those problems fixed?
  - Not sure how long it would take to hit goal?
    - Never a manager, so not familiar with the whole business.
    - Only experience as an operator for a company
      - Only post unless there's a show coming up
  - Buy 4 for \$15
  - Buy 10 for \$28
  - Buy 20 for \$45.99
- Currently divided into
  - Traditional Flavors
  - Alcohol infused Favors
  - Non-Trufflebar Candies
    - Location cannot ship orders, but can make custom boxes that you cannot do online.
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    - Create program to include a seasonal truffle
    - How frequently do seasonals change?
      - No idea, corporate doesn't announce prior to availability
        - Christmas flavors
          - Ginger bread
          - Dark pomegranate
        - Valentines
          - French Kiss (Passion fruit)
      -
    - 
    - We can setup a subscription program - Future project list
      - Seasonal and standard truffles,

- Needs Question

- So restate the problem/ undesired outcome, what do you think it's worth to you to solve this?
  - 
  - (see what they will offer)

- Emphasis this is a high priority
- Marketing Director name?