

Bonobos' Italian Performance Suit

<p>6 Buying Motives: what is most important to the prospect in making a purchase decision</p> <p>Rational motives (3)</p> <p>Emotional motives (3)</p>	<p>Specific Benefits Matched to Buying Motives: Benefits to be stressed are arranged in priority order</p>	<p>Information needed to support claims for each benefit</p>	<p>Where appropriate, methods for reinforcing verbal content (sales aids, visual & Electronic materials, testimonials, supporting claims</p>
<p>1. Profitability</p>	<p>The suit can be sold as separates. Beneficial for those who don't wear a whole suit or men with different fits for blazer and pant.</p>	<p>\$500 for the Blazer and \$250 for the pant. The whole suit is \$750.</p>	<p>Compare prices to competitors; a list of quality side by side and costs</p>
<p>2. High Quality and Wrinkle, water and stain resistant.</p>	<p>We take a more complicated route to making the suits. It's made to last. Builds trust and lifelong customers</p>	<p>The suit is made out of Marzotto Italian wool. We do not use Fused Canvas. Fused canvas construction is quicker and cheaper than stitching it all together, we prefer to take the more complicated route because it creates a much more beautiful looking suit.</p>	<p>Have them feel and try on suit with video testimonial of creators of suits. Showing pride their work and telling them how it's made</p>
<p>3. Service; one on one service at the Guideshop and online techs main focus is great customer service.</p>	<p>Assurance tech and back end sales support. There is a sales person to call for that one on one help.</p>	<p>Staff is trained to give the outmost attentions to client and build life-long interactions and that includes the tech support. Being an e-commerce that's important</p>	<p>Meet the Ninjas (tech support) video. Introduce teams and show how the Ninja handles customer service issues.</p>
<p>4. Comfort and convenience</p>	<p>The suit is made with stretch for that better fit and comfort. The wrinkle free is convenient for those who don't have time to press suits.</p>	<p>The suit is made of 97% wool and 3% stretch.</p>	<ol style="list-style-type: none"> 1. Have Italian Performance Jacket to try on and a 100% wool jacket to compare the comfortability and feel how it's the same great quality. 2. Invite them to the guideshop to find their perfect fit
<p>5. Pride and confidence</p>	<p>Feel confident that you will always look great and comfortable running from meeting to meeting</p>	<p>Bonobos' Products reputation</p>	<p>Past client's testimonials of Bonobos and of the Italian Performance Suit</p>
<p>6. Pride of Ownership</p>	<p>Self-actualization. Owning the best suit that wasn't a huge financial investment.</p>	<p>Company continues to grow and continues to open up shops all over US</p>	<p>Video representation how the Guideshops work using real life employees.</p>

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Customer Value Proposition: Your new power suit is here. The Italian Performance Suit has extra features hiding in plain sight including super luxe Italian wool that's resistant to liquids, wrinkles, and stains, an outstanding amount of stretch, so you can be comfortable during your presentations and look great doing it too.