

Monthly Musings



Courtesy of Fletcher Consulting

500 Grapevine Hwy. • Suite 362
Hurst, TX 76054
(817) 205-2334 • Fax (817) 788-2334
Email: john@thefletcher.org

Get **Linked in** with John at:
www.linkedin.com/in/johnfletcherpr
Read John's blog on
www.thefletcher.org

VOL. 7-2 • FEBRUARY 2015

SMART PROMOTION:

MONOPOLY plays with real \$\$\$\$

"Go to the mall. Go directly to the mall. Do not pass 'Go.' Do not collect \$200."

That was the message that Hasbro, the makers of the board game Monopoly, announced in France at the start of this month. It seems the company has a monopoly on... Monopoly.

The board game originated in the United States in 1903 as a way to demonstrate the impact of land ownership.

Parker Brothers first published the concept as we know it in 1935 and subtitled it, "The Fast-Dealing Property Trading Game."

The ultimate goal is to collect rent from competitors until we drive them all into bankruptcy. We have all played the game and discovered that, as in life, it's more fun when we are winning than when we are on the wrong side of the coin.

This year marks the 80th anniversary of Monopoly's existence in its present form, so the marketers at Hasbro crafted a brilliant strategy to grow sales in France.

Of the 500,000 games of Monopoly available for sale in that country in 2015, Hasbro has hidden actual cash within 80 special editions.

Of the 80 prized games, 69 have five 10-euro notes and five 20-euro notes, and ten more have five real 20-euro notes, two 50-euro notes and one 100-euro note.

The jackpot game replaces every game note with genuine cash, a total of \$23,268 in American dollars.

The promotional stunt was in response to a recent survey conducted in advance of the anniversary. When asked what players would most prefer to find in their box, more than 50% of respondents requested actual

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money.

While the idea may have sounded outrageous, the mark of a smart marketer is to turn a hope into an expectation that can be larger than life.

Tres bien, Hasbro!

SMART CUSTOMER SERVICE:

The Fort Worth Way

Fort Worth Mayor Betsy Price asked a favor of me recently. "Customer service is a real priority for us with our city departments, from line level to supervisors. Please keep me posted on how we're doing."

I was filing an application to install a pair of 120-foot-tall flagpoles for Mac Churchill Acura in north Fort Worth. When visiting with Mayor Price that same week and sharing my current project, she asked me to make her aware of how smoothly the process went. She added that her focus is to make Cowtown as business friendly as possible.

The customer service initiative within her office has blossomed into an extremely positive, pro-business atmosphere throughout City Hall. I met with four different individuals through the process, and each was polite and helpful, assisting me through along the way.

I give kudos to Mayor Price and her success in creating a service-driven culture that delivers a positive experience.

That same philosophy is working for her in other departments, as well. This past week I was requesting information for a client's promotional activities. Again, this other city staff member was most cooperative.

I should also express similar positive experiences on behalf of clients in Colleyville, Bedford and Hurst recently. It appears that customer service has become a top priority within our municipalities, and that makes conducting business far more enjoyable.



SMART PHILANTHROPY:

Showing your business has a soul

Von Husbands is a generous man, and he expresses the heartbeat of the Colleyville community. Just recently, he hosted a fund-raising event at his Red Barn Bar-B-Que on Highway 26 in Colleyville.

A local schoolteacher had experienced a health crisis and Von wanted to help. He donated 75% of an entire day's sales, recovering much, but not all, his food costs. Due to an enthusiastic response, the net take at day's end was over \$10,000 for the recipient.

The silent auction and donations raised the total to well over \$15,000.

Von donated his venue and its profits on this high volume day because he wanted to help. His kindness yields some extra benefits to him and I am a good example.

The following day, on Tuesday, I walked into a pizza restaurant in the area. Then, recalling what Von had done the previous day, I walked out of the pizza restaurant and drove to the Red Barn Bar-B-Que just so I could conduct business and show my appreciation for his community spirit.

Being a solid partner with the community pays off. As customers, we vote with our cash and our plastic, and we should remember to pay back businesses that give their time and their profits to help others.

By doing so, we encourage them to repeat their kindness again and again.



award from Mayor Golden in the photo to the right, have formed the heart and soul of their community. By the way, each volunteer attending received a very nice collapsible lawn chair with the City of Haslet logo.

Saturday night's dinner reminded me that Tarrant County has so very much to be proud of.



THE Tiebreaker

QT makes me feel better

Visit a QT – QuikTrip Convenience Store – and you will walk out feeling better than when you walked in.

I have analyzed what makes these stores just seem more positive, and I identified three reasons:

1. They are immaculately clean, from the coffee bar and restrooms to the checkout counter.

2. Their employees are neat and well spoken. It adds to the atmosphere when you enjoy the conversation with the cashier.

3. They invite you back – not just with a “thank you.” Pay attention and you will notice they always say, “See you next time.” There is an air of expectation that they look forward to seeing you again. And they always smile.



P.S.: Thank you to the Colleyville Chamber

On January 22, I was surprised when the Colleyville Area Chamber of Commerce presented me with its Leadership Award.

The judges cited how I had brought back Leadership Colleyville and grown the program to 25 current members in just three years.

As we all know, any achievement requires a team --- not just one person. I am grateful for our Leadership Colleyville Committee consisting of Kay Allen, Mimi Tran, Steve Davidson, Shelby Bruhn, Weldon Roberts, and our program sponsor Barry Klompus of DFW Fine Properties.

I am also thankful for Rebecca Barksdale's constant insight on how to strengthen the program and the support of the Colleyville Chamber.

We will start recruiting our next class beginning the first of April. Please contact Shirlee Randall (a great member of the Leadership team) at the Colleyville Chamber for details at 817-488-7148.



SMART RECOGNITION:

Haslet has it!

This past Saturday evening, Rebecca and I enjoyed a wonderful evening in Haslet. Mayor Bob Golden had asked me to be the speaker at the city's 6th Annual Volunteer Appreciation Dinner.

We were impressed with these delightful people who consistently give their time to make the community an even GREATER place to live, work and play.

Each of our cities and towns thrives based upon the number of volunteers that unselfishly invest their time to serve on committees, boards and commissions, school boards and city councils.

Civic volunteers such as Priscilla Brown, receiving an