



Alexa is playing fair

BUSINESS STRATEGY SKILLS TRACK

**and she is
playing to win -
How to beat
the Internet**



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Not a sympathy vote, but positive reasons to support a small, local business

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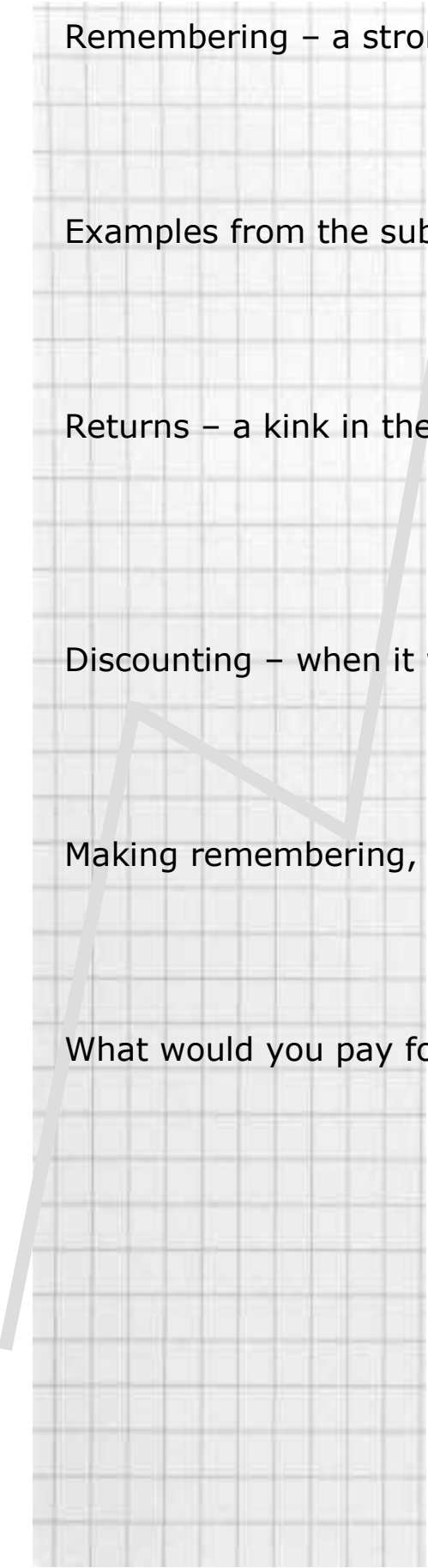
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Passion – for what you sell or for the business?

So, what is Amazon doing?



Remembering – a strong point in their armor

Examples from the subscription clubs

Returns – a kink in their armor

Discounting – when it works and when it does not

Making remembering, and referring, into our strong point

What would you pay for a customer delivered?