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“To lead is to influence. Leadership goes in all directions, from the bottom up, and the top down.”

- Boris Grundel



01 Editorial

We are slowly awakening from the slumber of the past months. What have we been longing for? What desires were growing? We have been living in a state of emergency for over a year, and had a lot of time to ponder over and decide what things in life are important to us. It turns out, that hedonism is the new attitude redefining our basic values. Epicurus said: “Death does not concern us, because as long as we exist, death is not here”. We understand that better now than we did before the pandemic. So, I’m asking you: Get out there, live life to the fullest and seek the pleasures of the senses – in all areas of your life.

Best regards
Monique Fischer

02 Lead your Customers towards Experiences that are truly memorable

The area of sales has changed so much in the digital age. Customers have now become used to getting everything up front: 24-hour service, detailed product information, information on stock levels, fast and simple payment handling and then at the end of all this, the products. They project these wants and needs onto stationary retail accordingly, but it has a trump card up its sleeve that it should definitely play: the human component. [Read my new blog post on this.](#)

03 Digital Brand Strategies alone are not enough for a successful Customer Journey

The digital presentation of brands (or people) has become a matter of course for us; anyone who is anybody presents themselves on the Internet. But have your expectations ever been totally dashed? The mobile phone case made from hand-collected, recycled ocean plastic, which looked really hipster on social media, turns out to be a cheap and nasty product. That luxury shirt, whose seams come apart after just one wash. Promise and the reality are miles apart. “But brands exist in the real world and have to prove themselves there as well. This is precisely why the live experience is becoming ever more important as the third pillar in the “classic, digital, live” communication triad,” says Göran Göhring on zukunftsinstitut.de. So consistent communication across all channels is what is needed. Only then can you create a customer journey that creates trust and bonds your customers with you. For bricks and mortar retailers this means: being creative, innovative and mining the treasures that are unique to you. The “live” experience.

04 Support your local Business – more important than ever

Pedestrian zones and shopping streets used to encourage people to stroll: a look in this and that shop window, a visit to the small boutique and the independent bookseller, a stop at one’s favourite café. In many city centres, however, it is clear to see that fewer people are spending time there. Why is that?

Sales News World!

On soft Soles

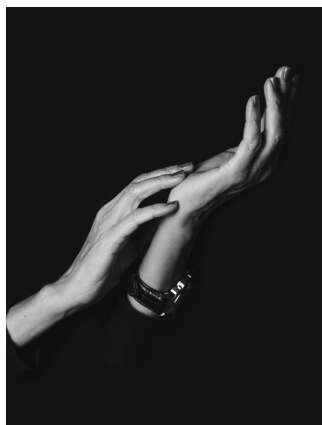
French luxury goods group, Louis Vuitton Moët Hennessy (LVMH) is increasing its participation in Italian fashion group, Tod's. It is increasing its stake in the company, owned by the Della Valle family, to over 10%.

Premium, "Made in Italy" Fabric Products

Zegna takes a 60% majority stake in Tessitura Ubertino. This acquisition further expands Zegna's unique Italian luxury empire, which produces unparalleled premium fabric products, whilst upholding all the "Made in Italy" special features, know-how and craftsmanship.

Browse online, shop in Store spontaneously

A study by bazaarvoice.com of more than 9,000 consumers worldwide shows that while the majority enjoy browsing online and discovering new products, they are more likely to buy on impulse at an actual shop.



One important reason: almost everywhere, identical outlets of large retail chains are displacing owner-run shops. This has led to pedestrian zones being interchangeable, and their offerings being hardly any different from other shopping centres and malls or other cities. Add the rise in online retail to this, which is making stationary retail outlets obsolete. To counter this development, initiatives like „Support your local business“, „Support your locals“, or „Buy local“ have been created, which draw attention to themselves creatively through joint action. If cities and municipalities also take part, the impact is even greater. A recent example is the commitment shown by the city of Kreuzlingen to its businesses and retailers. On the newly created platform „MeinKreuzlingen“, the retailers, restaurateurs and service providers can present themselves and their offers free of charge. Are you already part of such a network, or have you already launched promotions yourself? I look forward to you sharing your thoughts with me. [Click here to contact.](#)

05 The Mindstep Academy

Would you like to offer something special to thank them for their trust and loyalty? Turn your business into a place where like-minded people and friends meet, a place of well-being, identity, cohesion, joie de vivre and music, and invite them to a feast of the senses that will stay in all their hearts and memories. After reopening following the lockdown, for the start of the season, for a company anniversary, for reaching an important occasion, or other special occasion. I will run an extraordinary and stimulating event full of emotion and passion. Tango as a source of meaning and identity, tango as a bridge to intensify and deepen your customer and employee loyalty. After all, „Tango is life. Life is a Tango.“ Want to know more? [Click here for more.](#)