

Game of Opposites – SPAC 2017

Goals that participants had in which they needed to create lists of ways to achieve the OPPOSITES of the goals:

- Increase Participation Rates
- Increase Average Sale
- Increase 2nd Chance Sales & Reorders
- How can your Spring Program make you money
- Ways to generate ongoing revenue from mom

Participant generated opposite ideas (in no particular order):

- Raise prices dramatically
- Poor quality
- No online
- Send flyers late
- Limit backgrounds to gray only
- Don't take credit cards
- Limit package selections
- Don't promote picture day
- Old school products
- Have wrong person in wrong job
- Be mean
- Smell like smoke
- Don't do social media
- Don't give them a pizza party
- Do not offer products people want
- Raise prices
- Have a "take it or leave it" customer service attitude
- Do not send emails
- Raise prices
- Don't give variety of new products
- Don't do the program
- Shoot on same background
- Raise prices
- Take your time
- No online
- Be sloppy
- Have phone go to voicemail
- Don't answer emails
- Give away as much as possible
- Don't monitor photo capture quality
- Reduce the product offer
- Don't offer better products
- Lower your prices
- Do bad photography
- Take forever to deliver

- No customer service
- Cut back on sales people
- Poor quality images
- Not informing customer of availability/options
- Poor service
- High prices
- Cumbersome order system
- Do not communicate with the office
- Do not show up for picture day
- Do not send emails
- Don't handout flyers
- Raise prices
- Don't advertise
- Stop answering customers
- Complicated purchase experience
- Never change
- Don't respond when asked for a special request/adjustments
- Don't involve the school
- Don't post online
- Ignore market trends
- Stop working
- No instructions
- Give the picture for free
- Don't have good/great customer service
- No advertising prior to picture day
- Cheaper packages
- Do not sell online
- Be unavailable
- Lie
- Deliver a bad picture
- No flyers handed out prior
- Less add on options
- Give free stuff
- Increase prices
- Speak negatively to customers
- Increase product options to buy
- Make website hard to navigate (more clicking)
- Take bad pictures
- Don't have web/online store
- Give away free digital pictures
- No mobile friendly site
- Don't accept multiple forms of payment
- Have a bad return policy
- Don't give level incentives
- Collect no data
- Deliver poor quality

- Male only marketing
- Don't offer what they are looking for
- No online shopping
- Don't be flexible
- Have lame packaging
- Mess up the order
- Don't send second order forms
- Don't offer graphics
- Take 1 picture
- Only paper order forms
- Be rude on picture day
- Insult the school secretary
- Don't show up on picture day
- Make packages start at \$100
- Lower prices
- Never contact mom again – no email, no mailing
- Make it hard to order
- No help for customer
- No ads
- No thought on pricing
- No up sell or add ons
- No packages – all ala carte
- No sales
- No staff training
- No goals
- Raise prices
- Less packages
- Less products
- No bundle prices
- Sell to dad
- Have no instruction
- Give no choice
- Only take cash
- No returns
- Open when we want
- No way to find out how to contact you on the website
- Lower prices
- No online
- No cash accepted
- No checks accepted
- No incentive to order more
- No discounts
- No coupons
- Raise prices
- Misspell names
- Lots of choices

- Offer too many products
- Don't give order forms
- Not staying current with the times and technology
- Not understanding specific customer base
- No after deadline marketing
- Bad photo day service
- Difficult to navigate website
- Raise prices
- Poor photography
- Limited time offer
- Order process confusing
- Raise prices
- Limit packages/less offers
- No delivery/pick up only
- Don't take credit cards
- Slow delivery
- One pose
- Offer poor quality
- Ignore client requests
- Do not offer clear info on product
- Be rude
- Behave as if client request is a burden
- Pick your nose
- Poor communication
- Give away the farm
- Give too much information so your client feels overwhelmed
- Do not be reliable
- Offer only one way for clients to order
- Deliver product late
- Don't offer products that appeal to all clientele
- No customer service on the phone
- No discount for higher packages
- No web ordering
- Bad photography
- Limit choices
- Employ a grumpy photographer who doesn't like children
- Employ unprofessional staff