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288209 VAN MORRISON

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۷	368154	MICHAEL JACKSON THRILLER	318089 (ESC)
	#359984 SEMIN	SQUEEZE Bingles—48s And Under	317974
	381402 (Mil.)	JOE JACKSON NIGHT AND DAY	315762
		BEST OF NAT KING COLE	252387 Guirros
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TOTO THE SEVENTH C	366138 ONE (00,000)	KEITH SWEAT Make It Last Forever	•365644 EACHE	MEGADETH So Fer, So Good So	What I	
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Please Print)		First Name	lmti	al Apt.	Last/	
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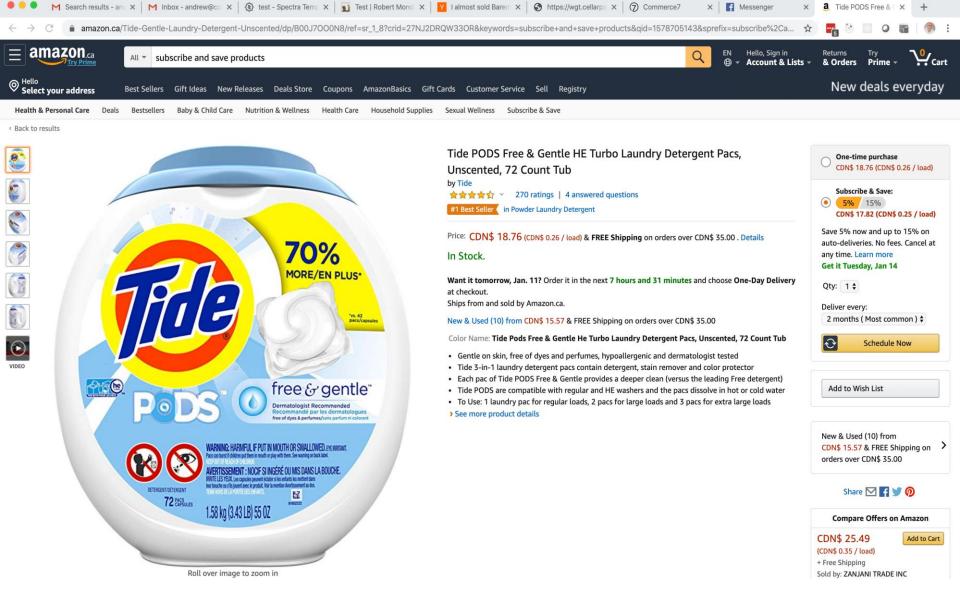
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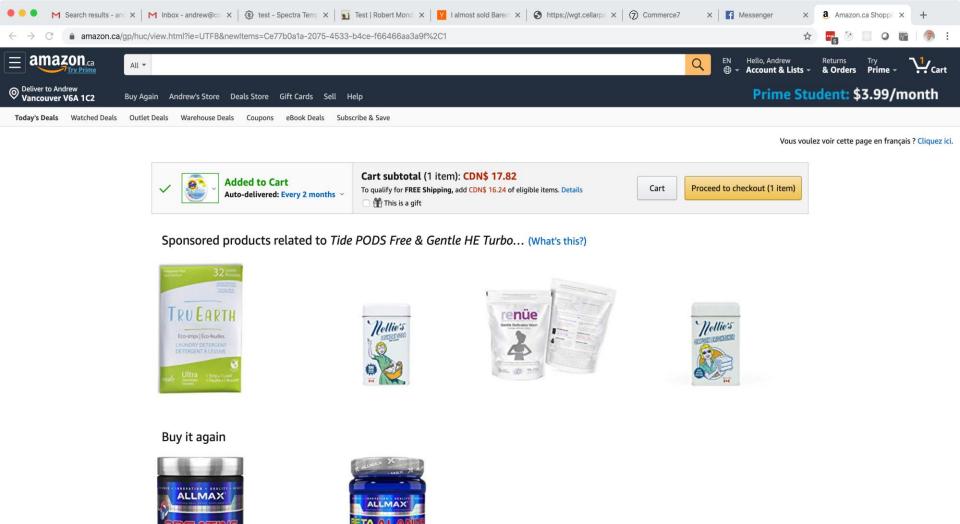


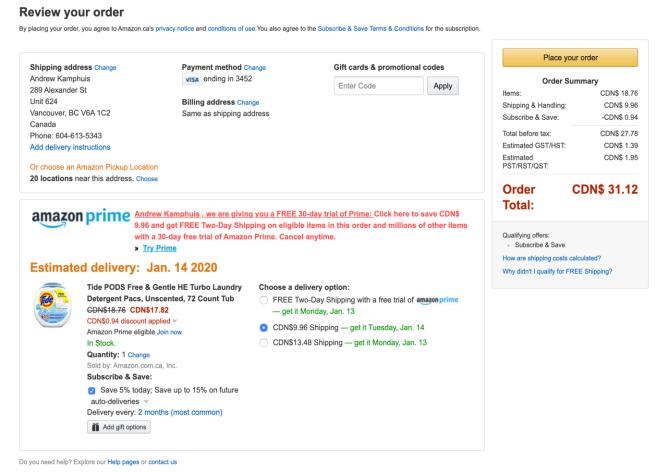


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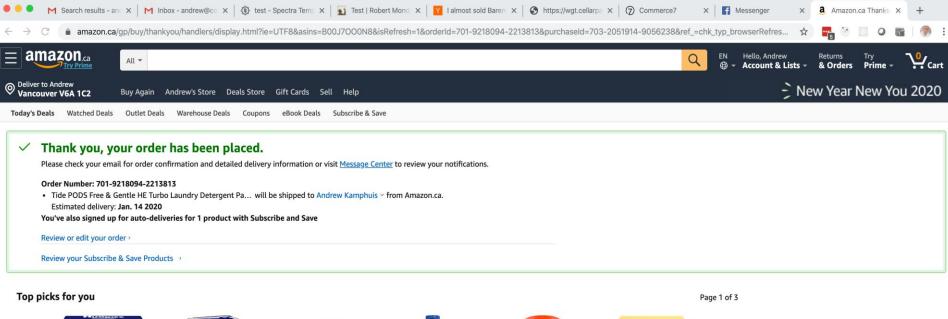
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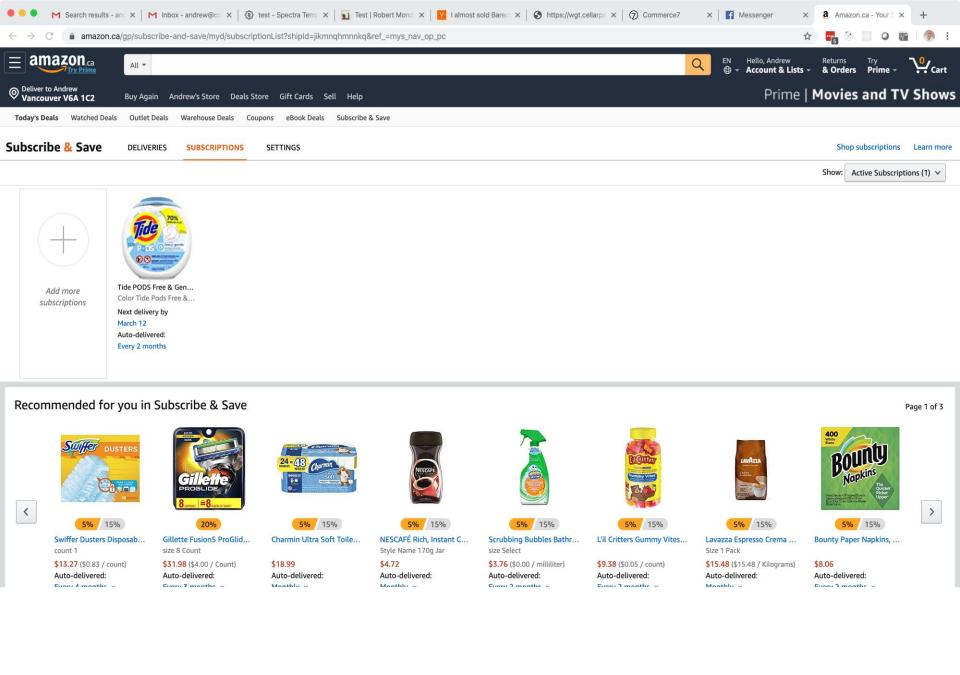


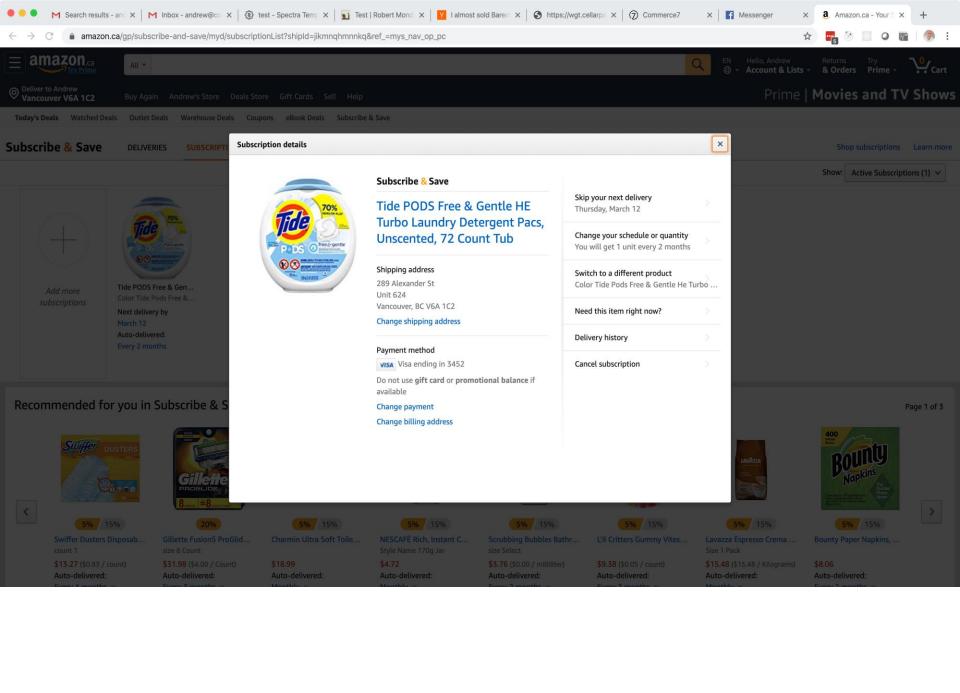


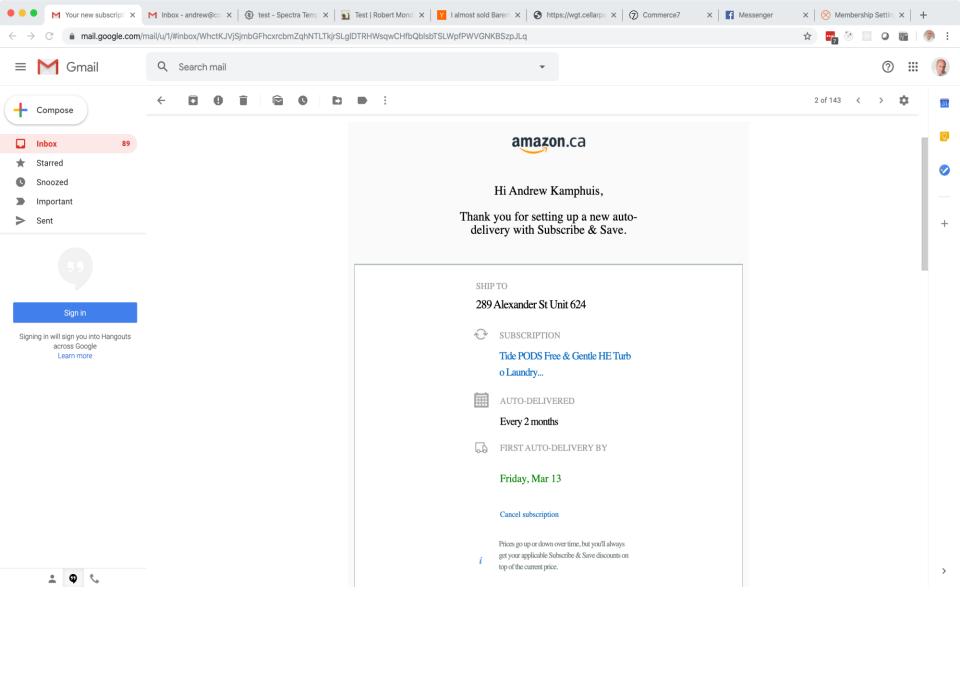


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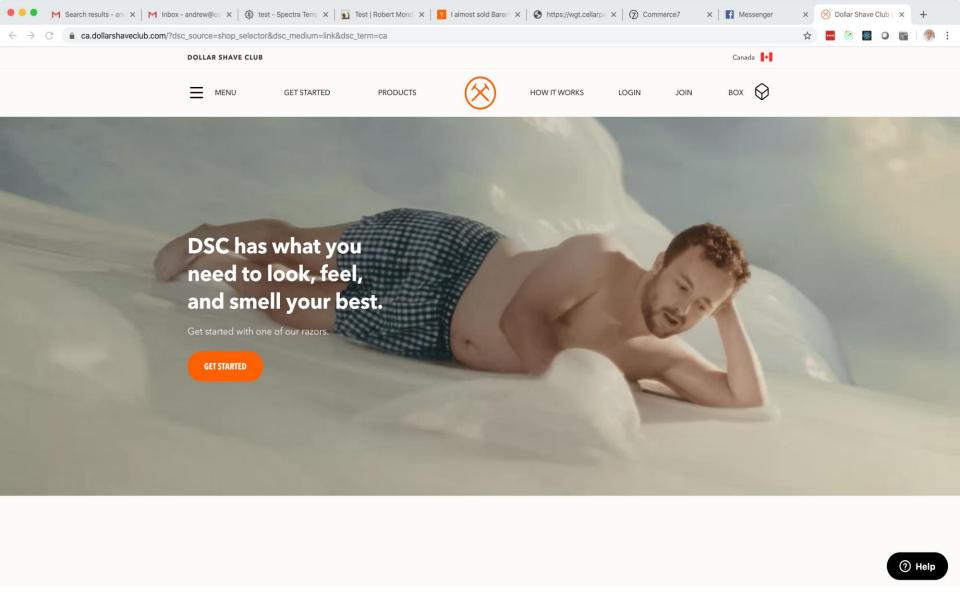
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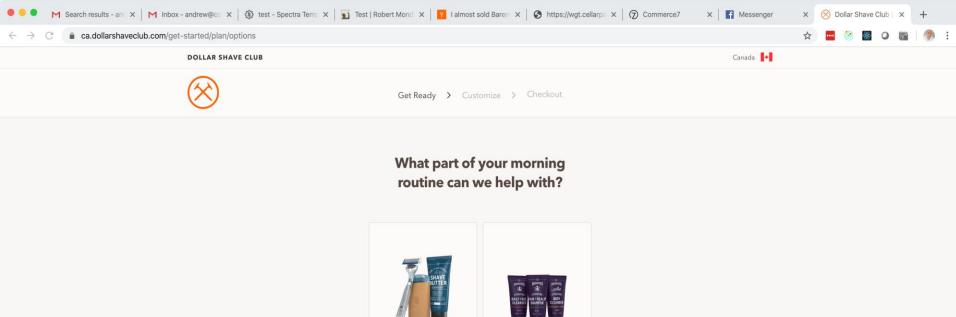


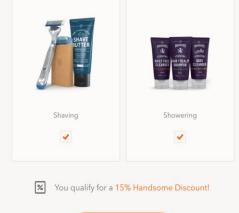






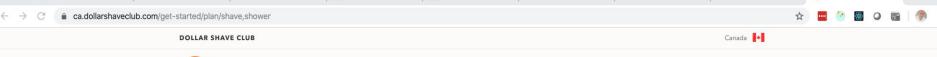






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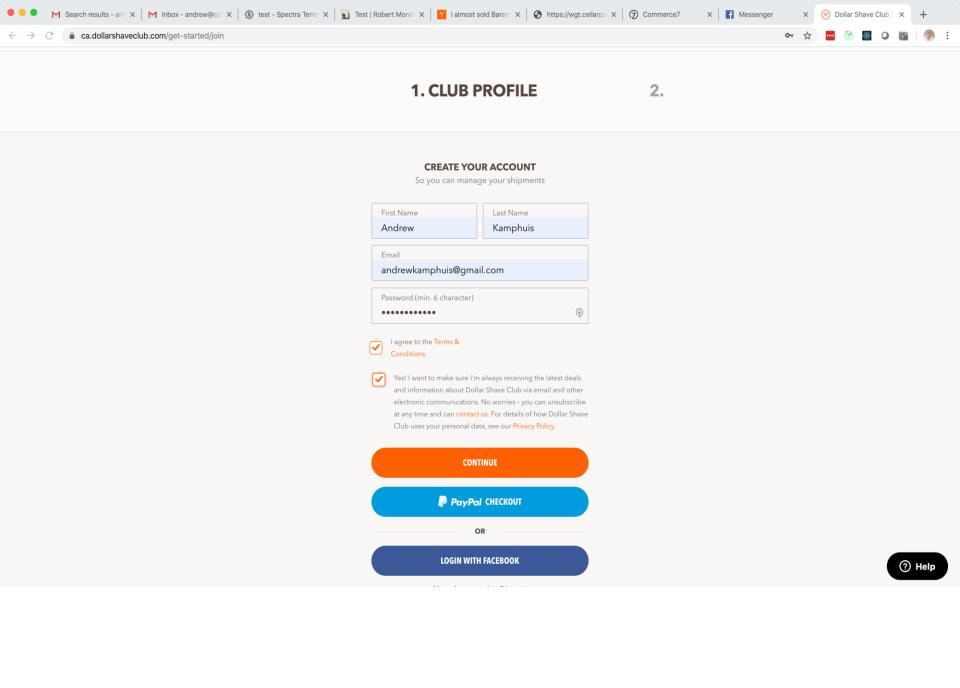
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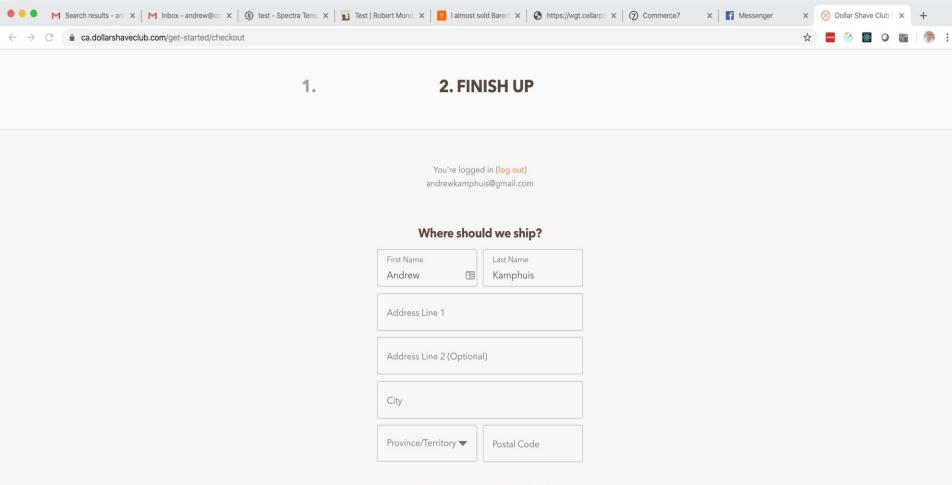
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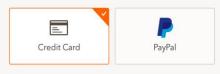


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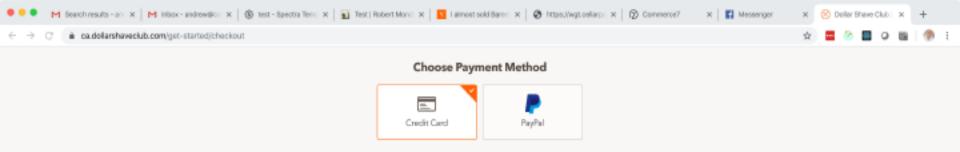




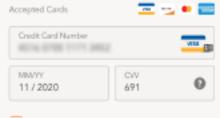








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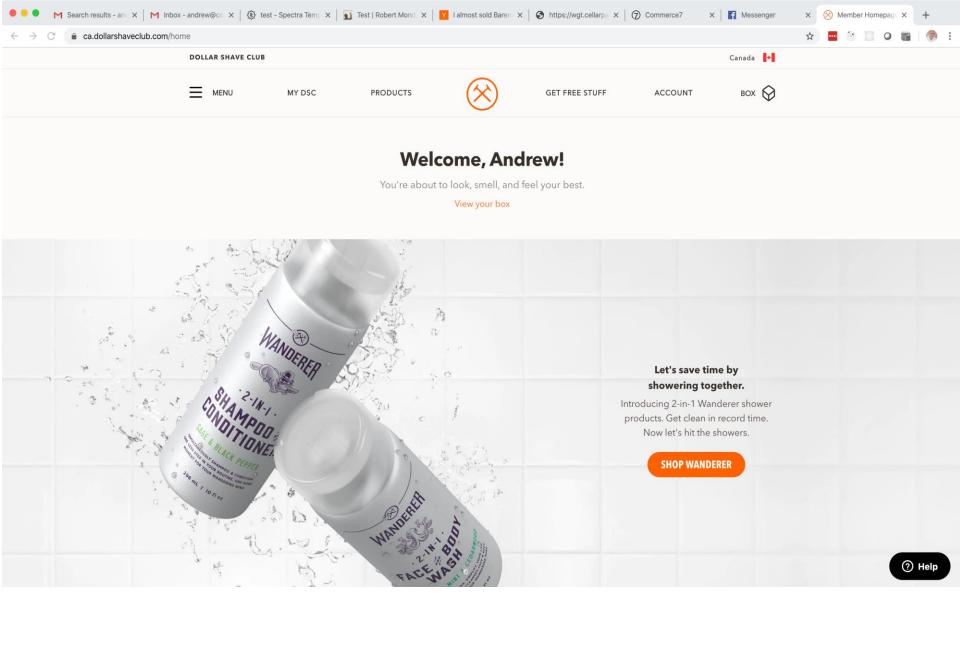


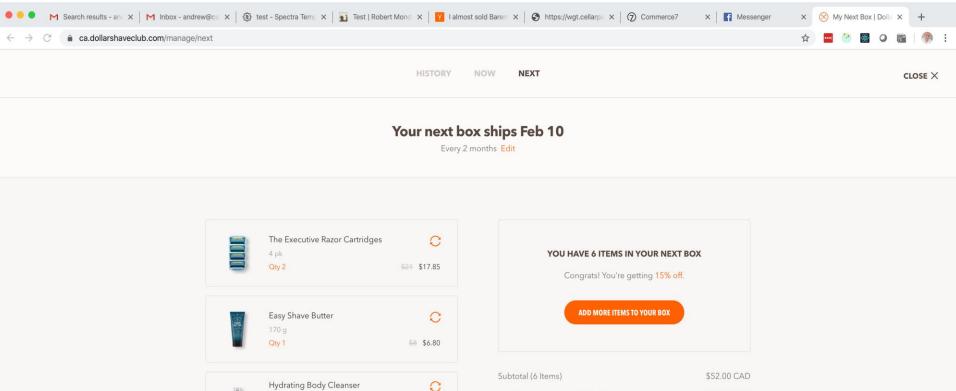
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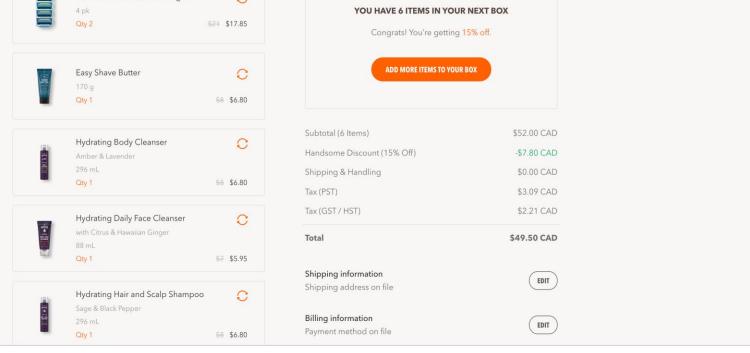
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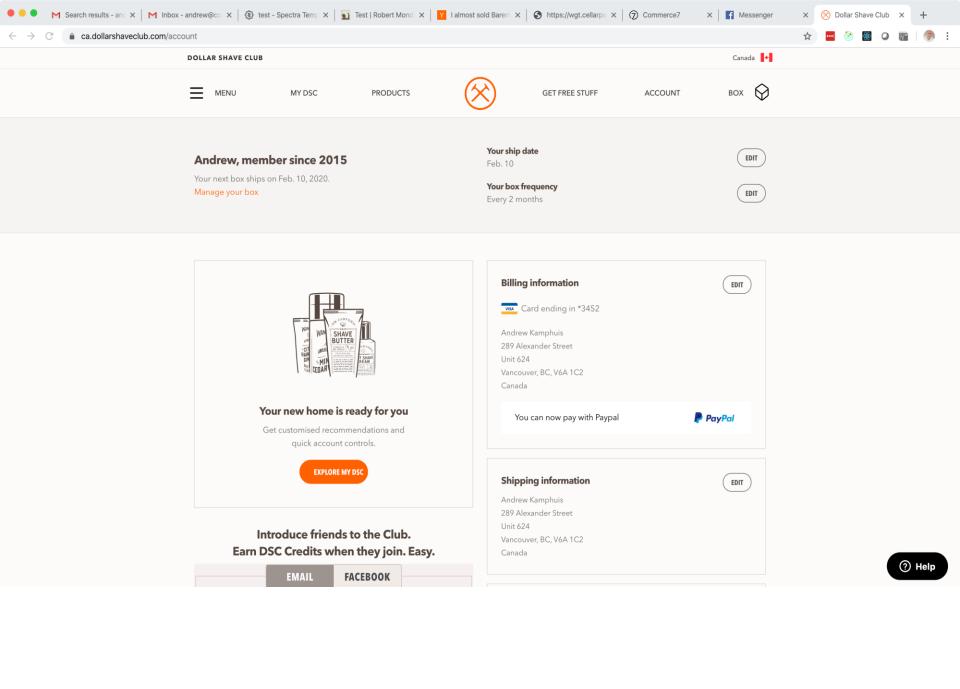
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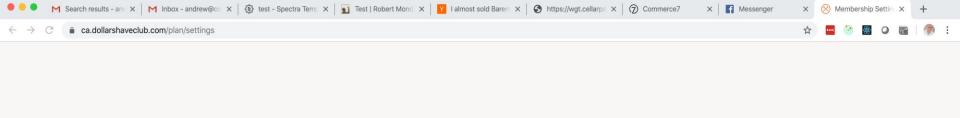


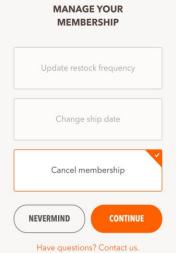




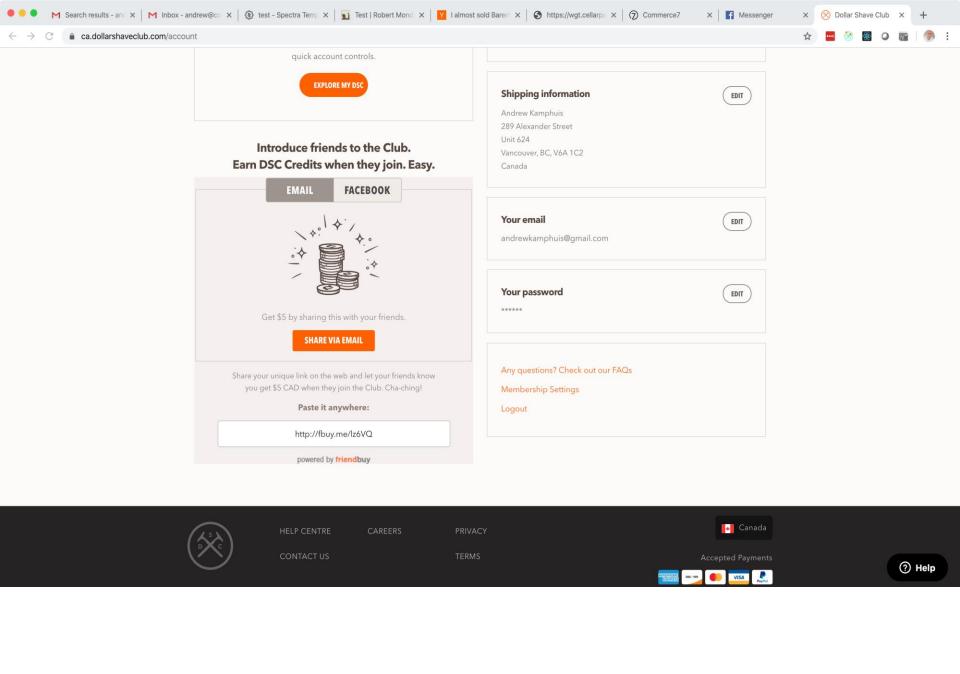


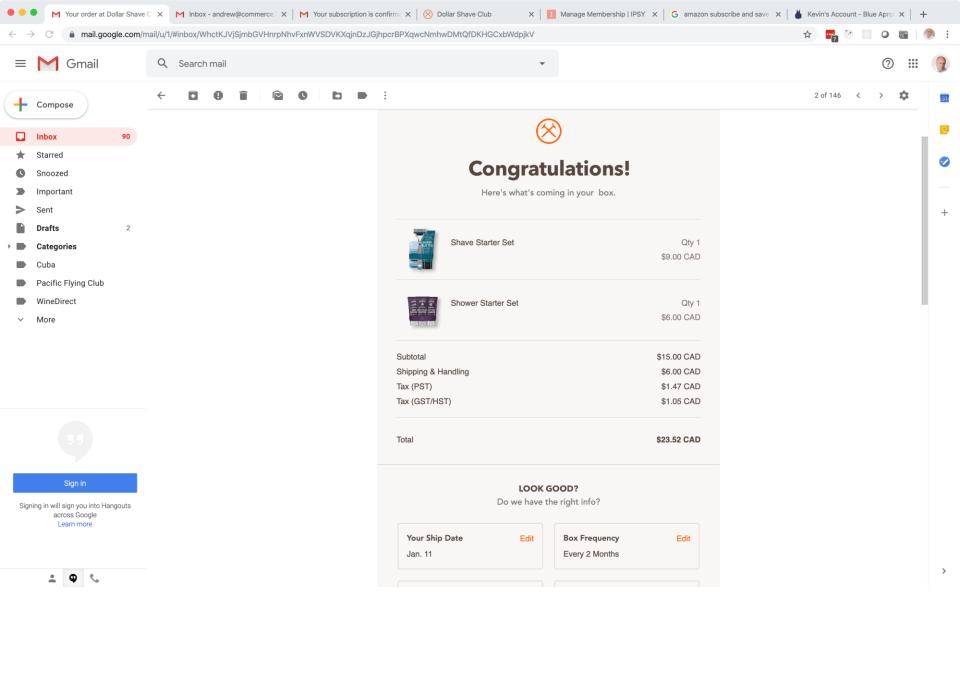




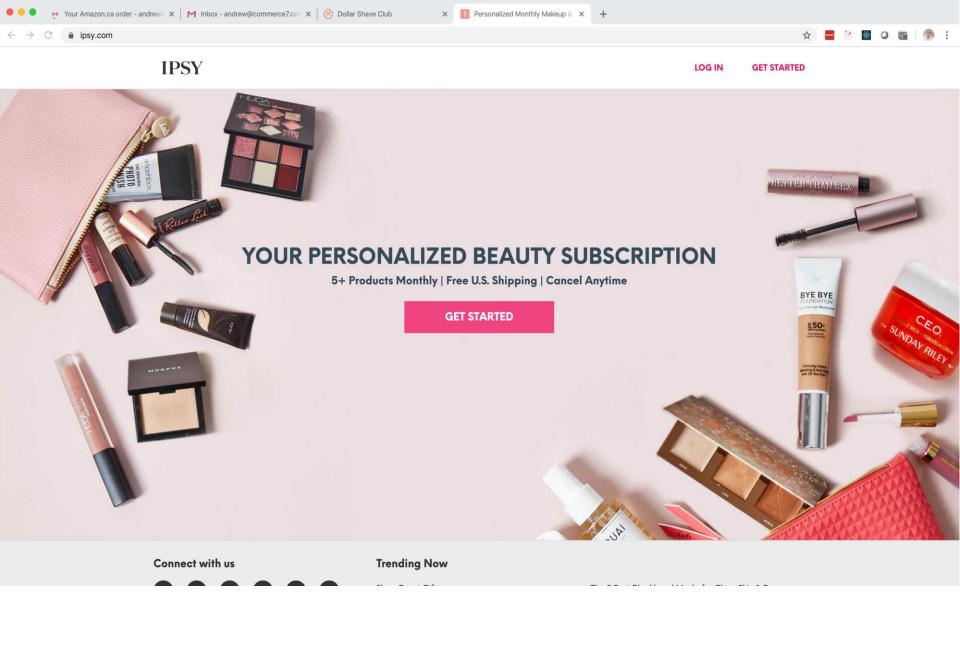


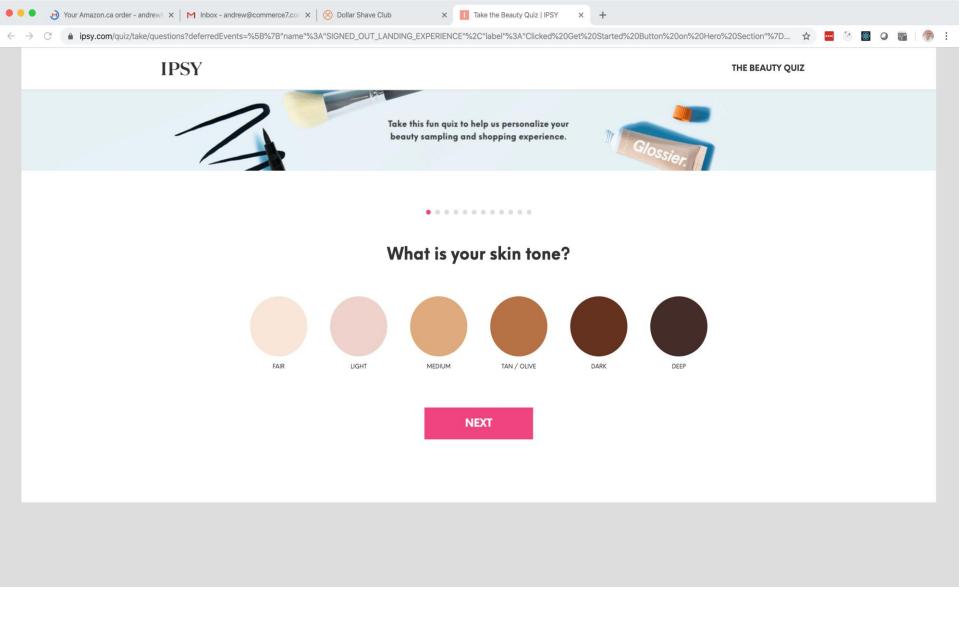


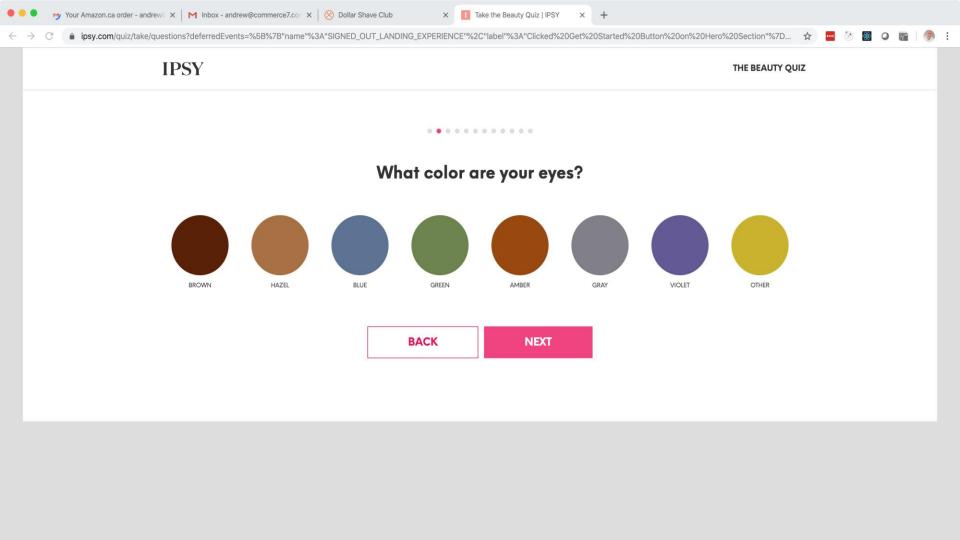


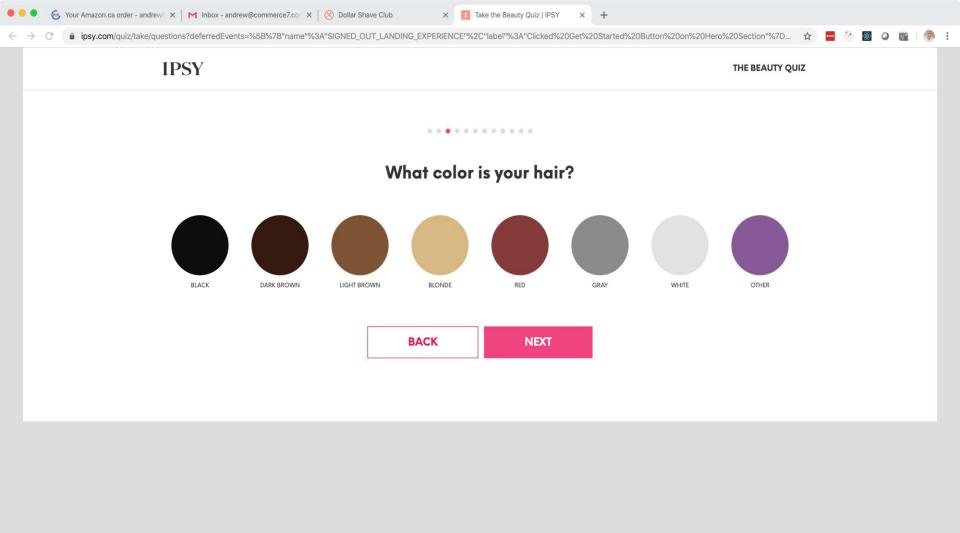


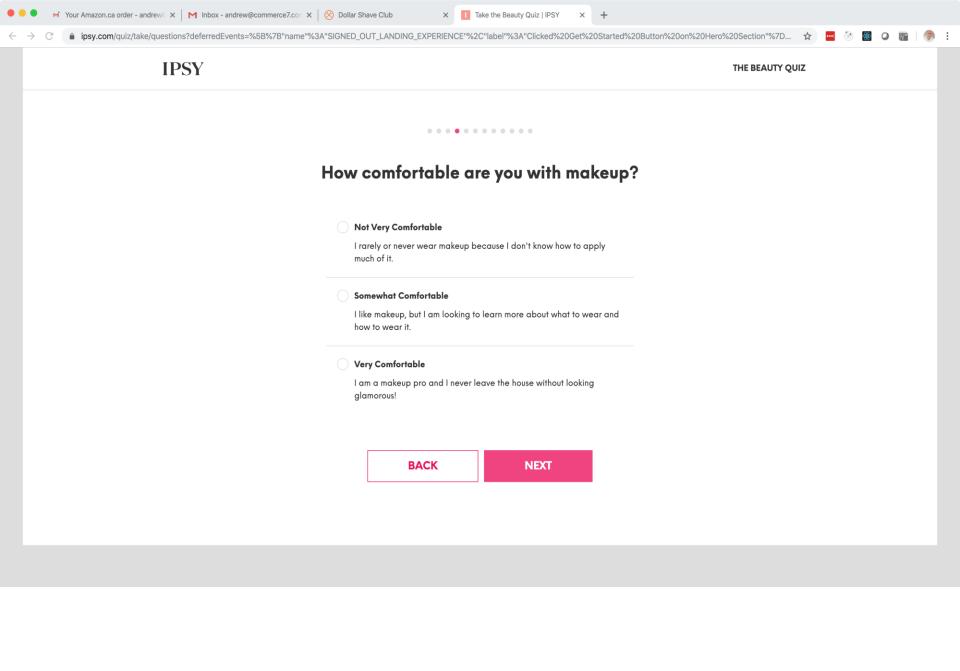
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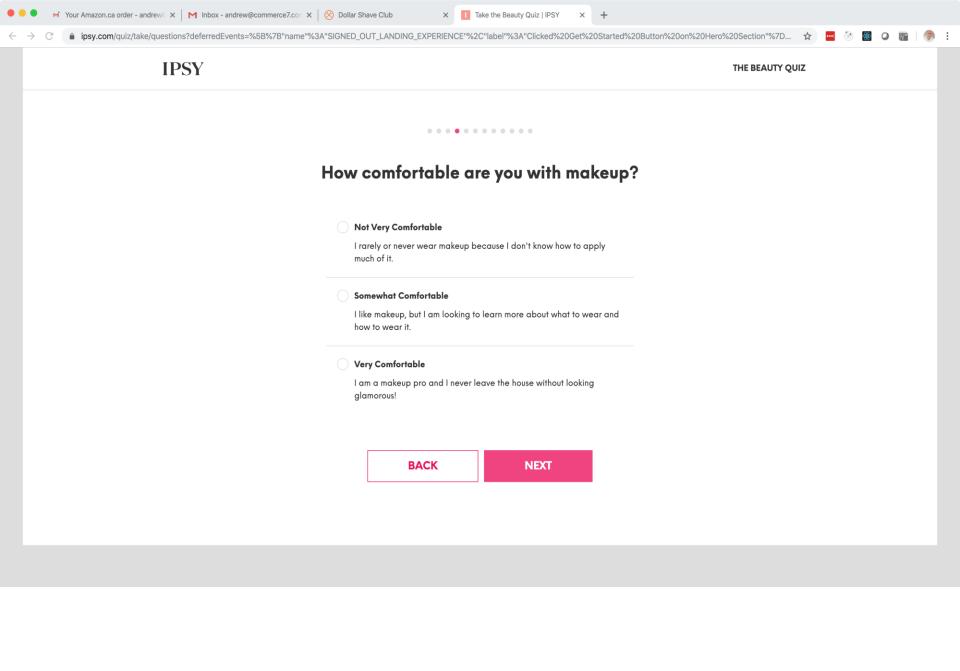


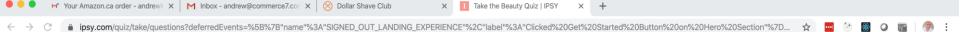












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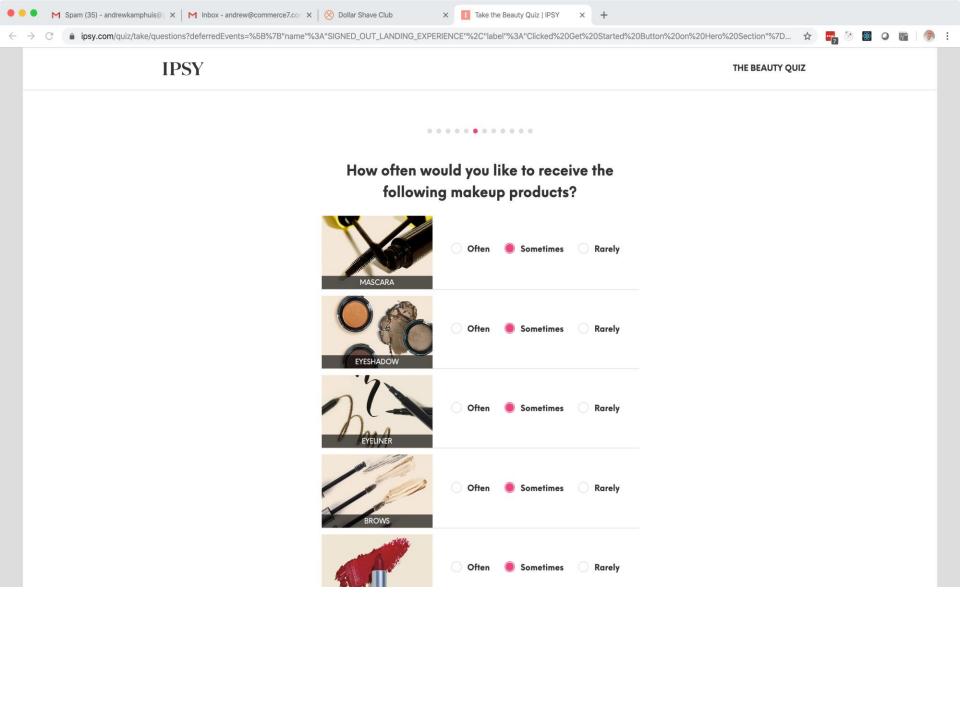
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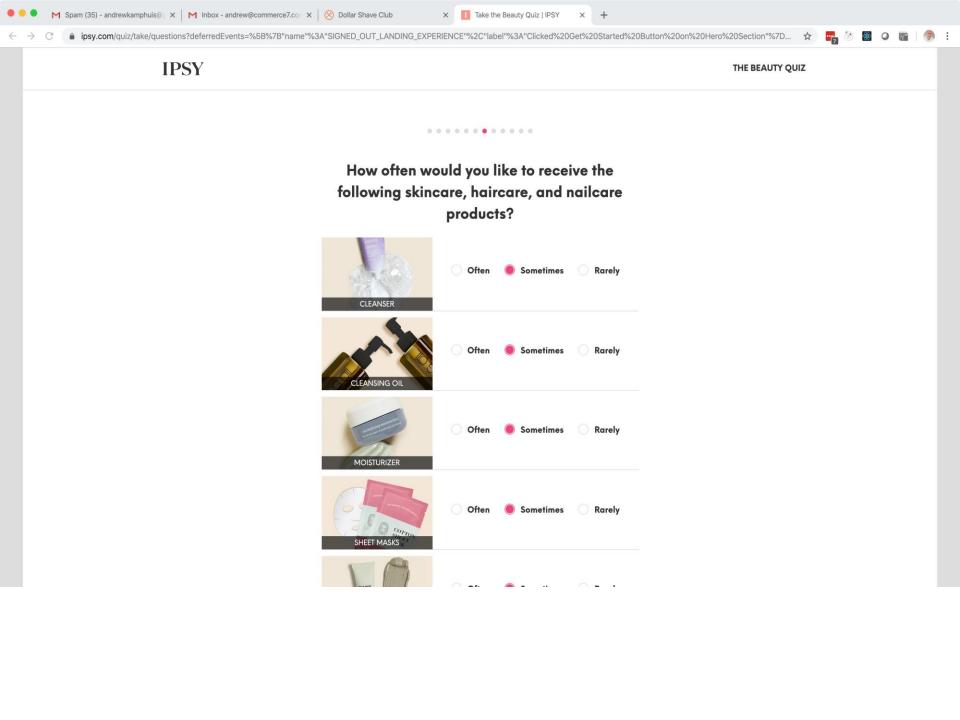
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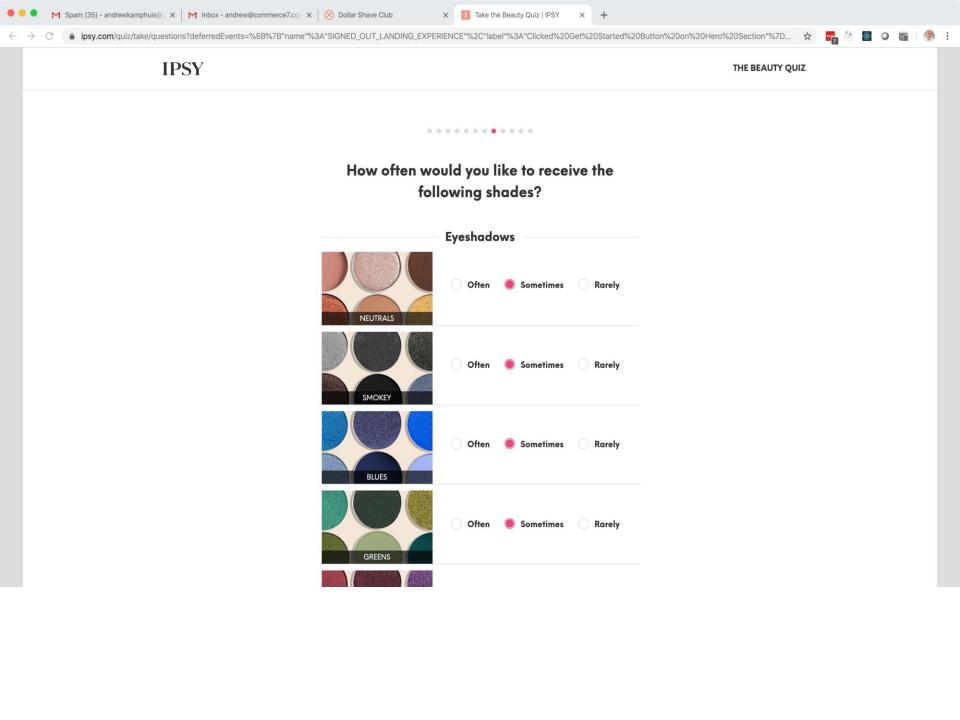
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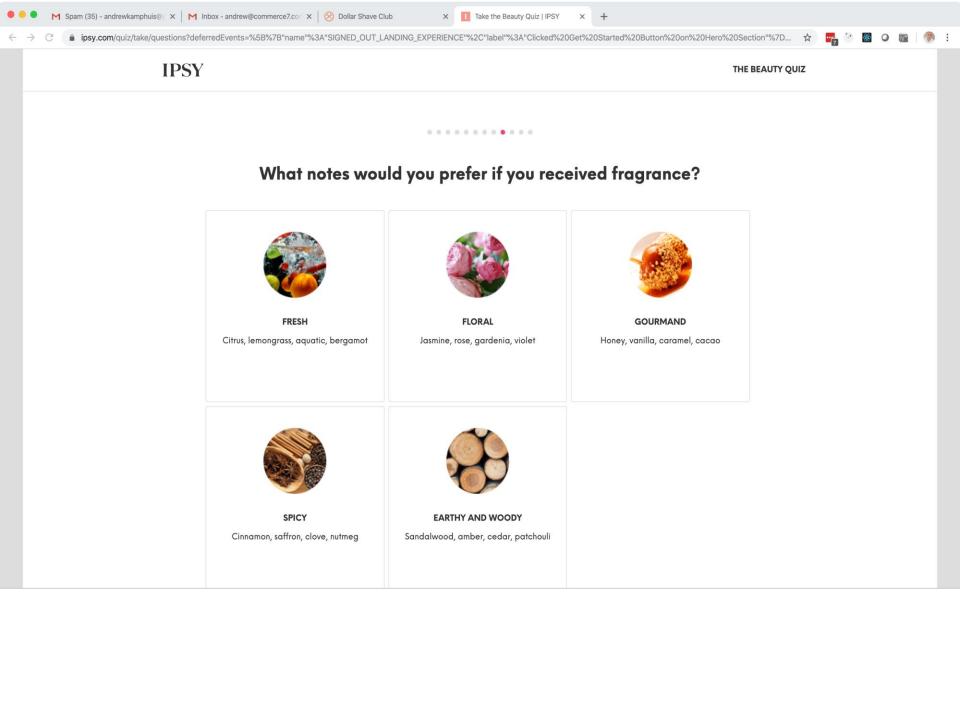
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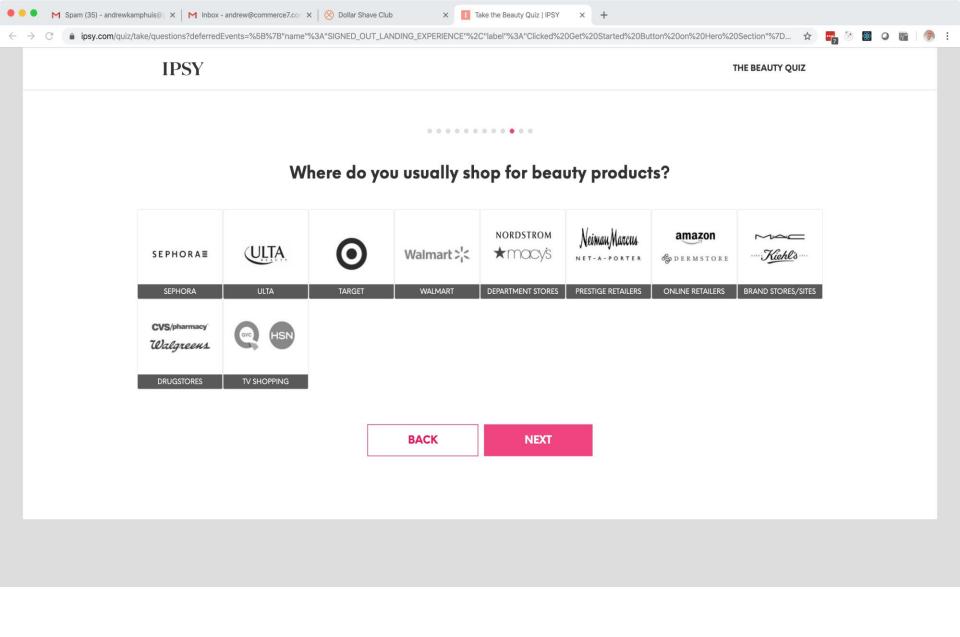
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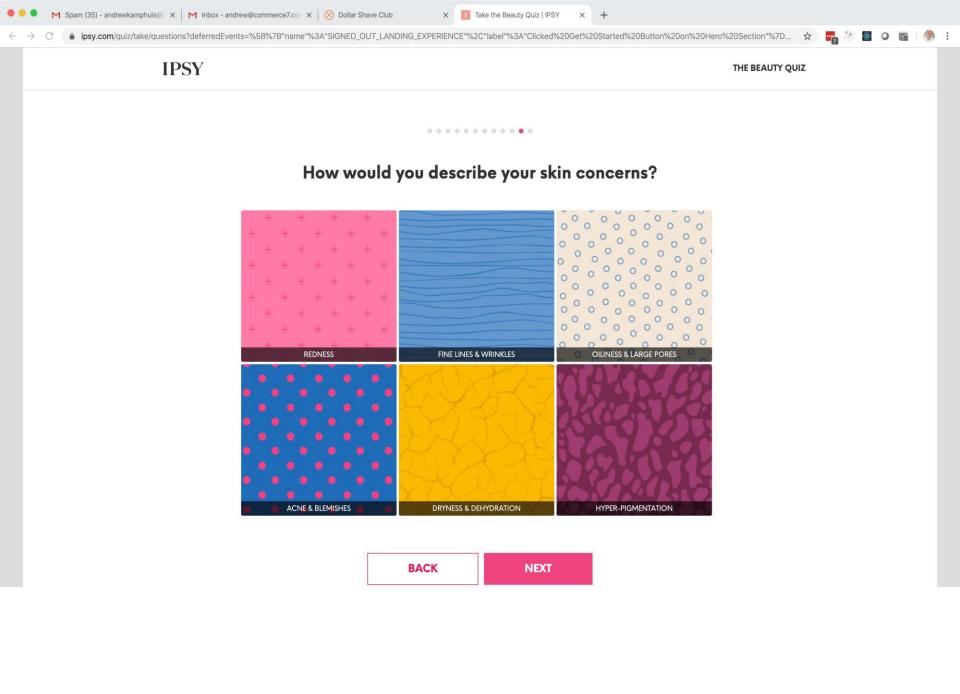


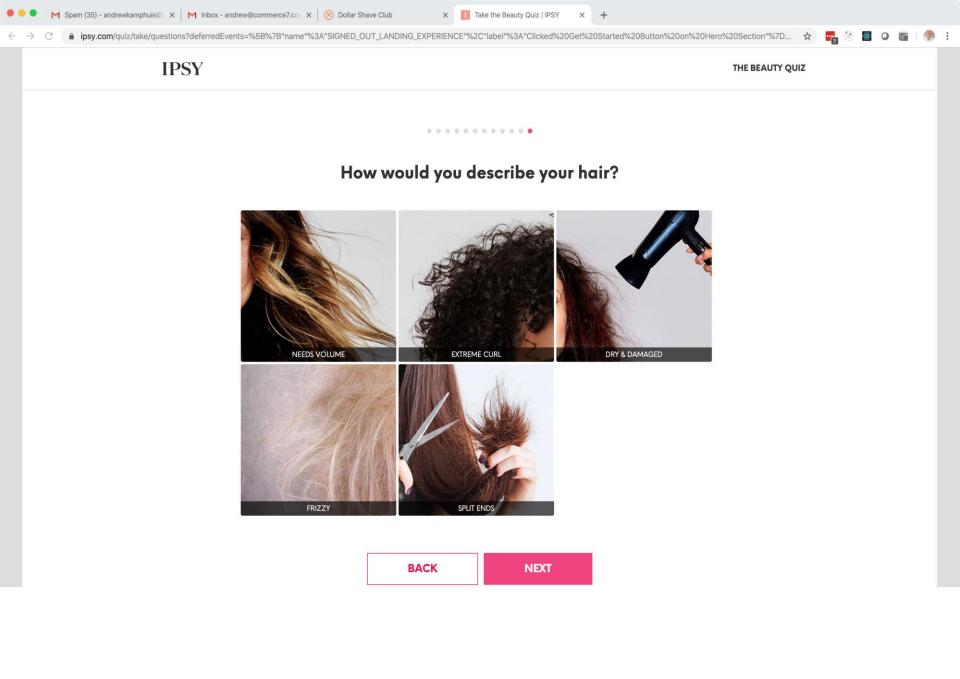


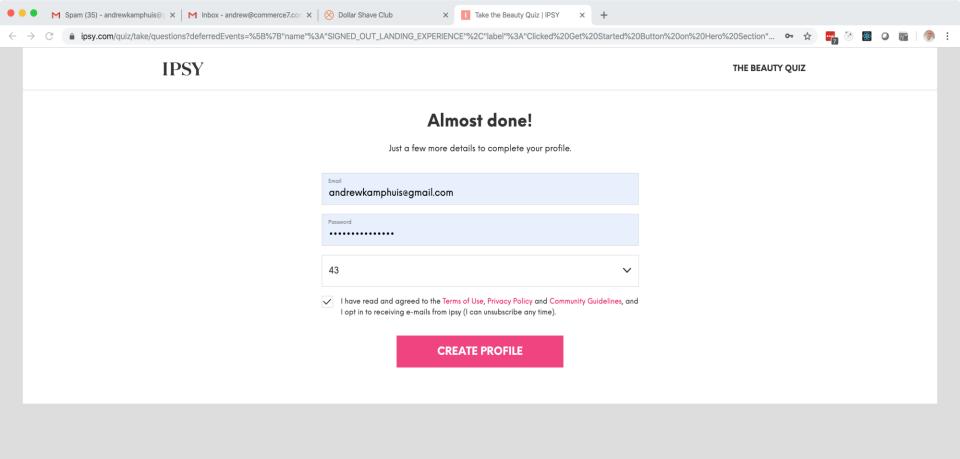














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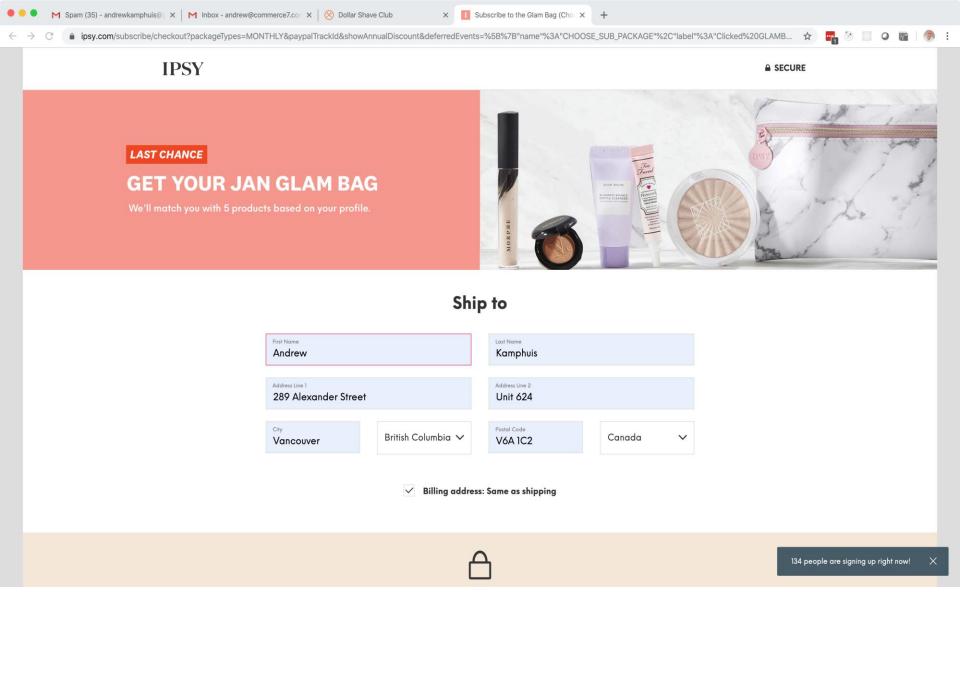
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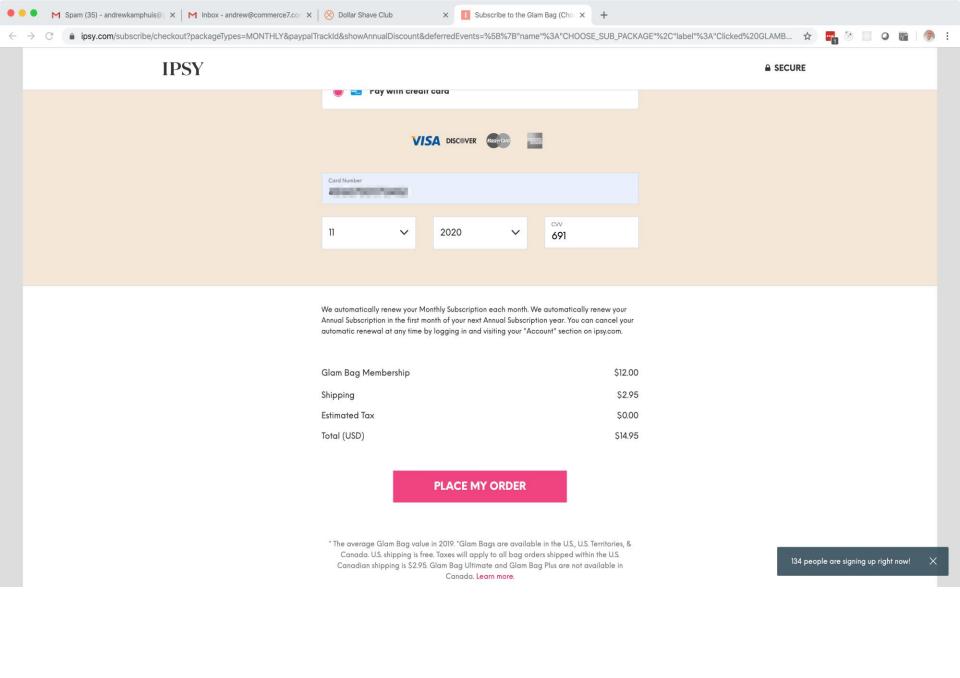
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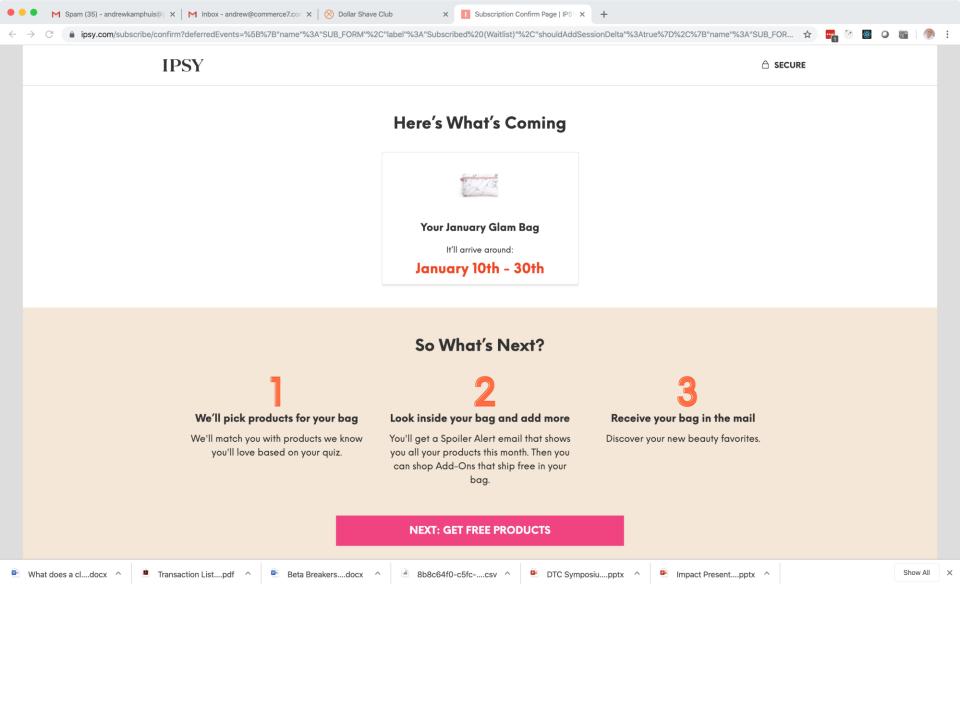
NEXT

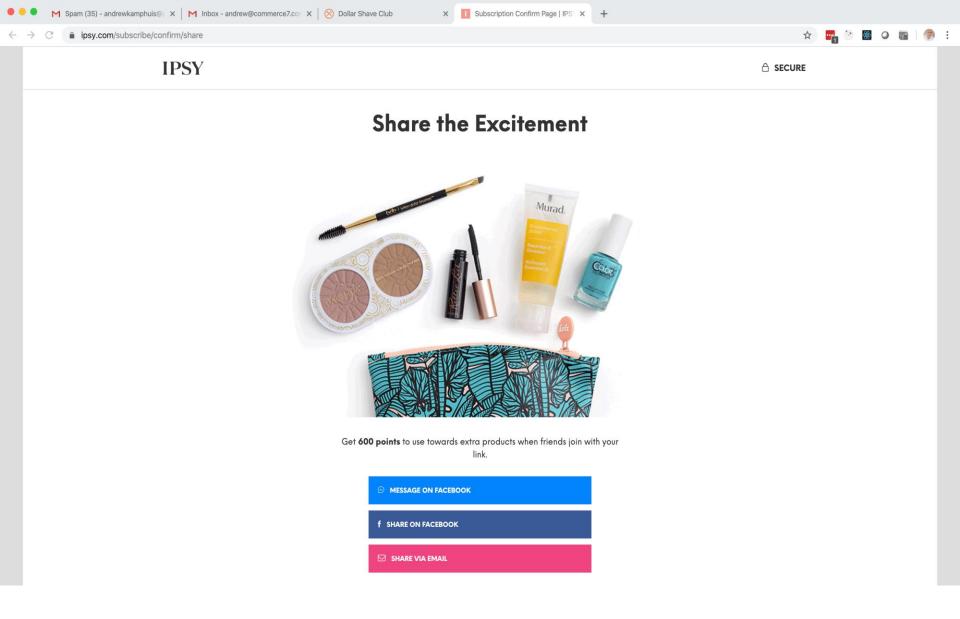


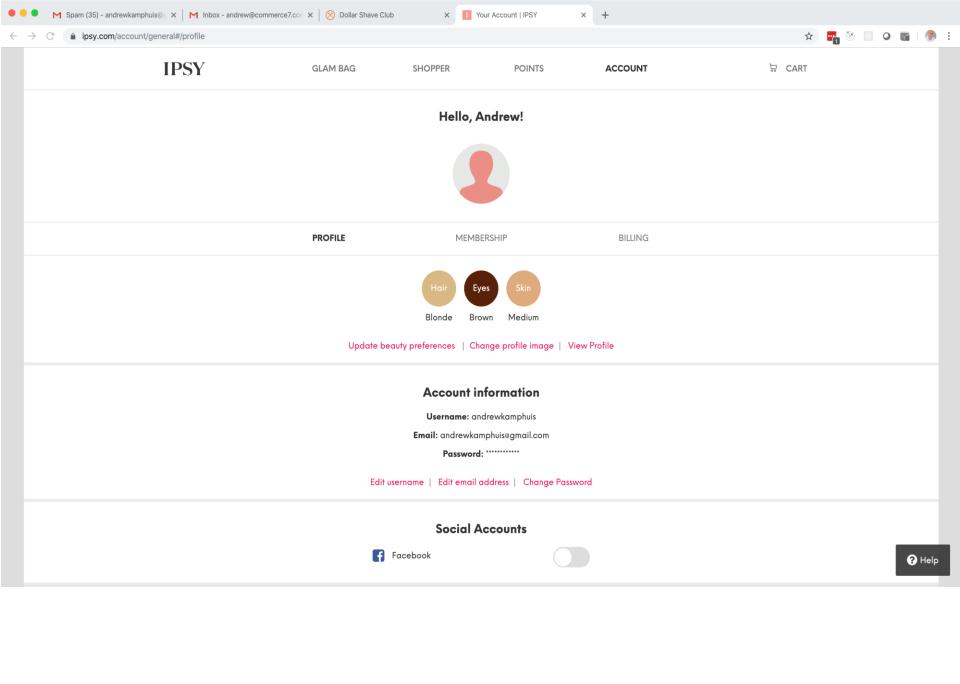
* The average Glam Bag value in 2019. *Glam Bags are available in the U.S., U.S. Territories, & Canada. U.S. shipping is free. Taxes will apply to all bag orders shipped within the U.S. Canadian shipping is \$2.95. Glam Bag Ultimate and Glam Bag Plus are not available in Canada. Learn more.

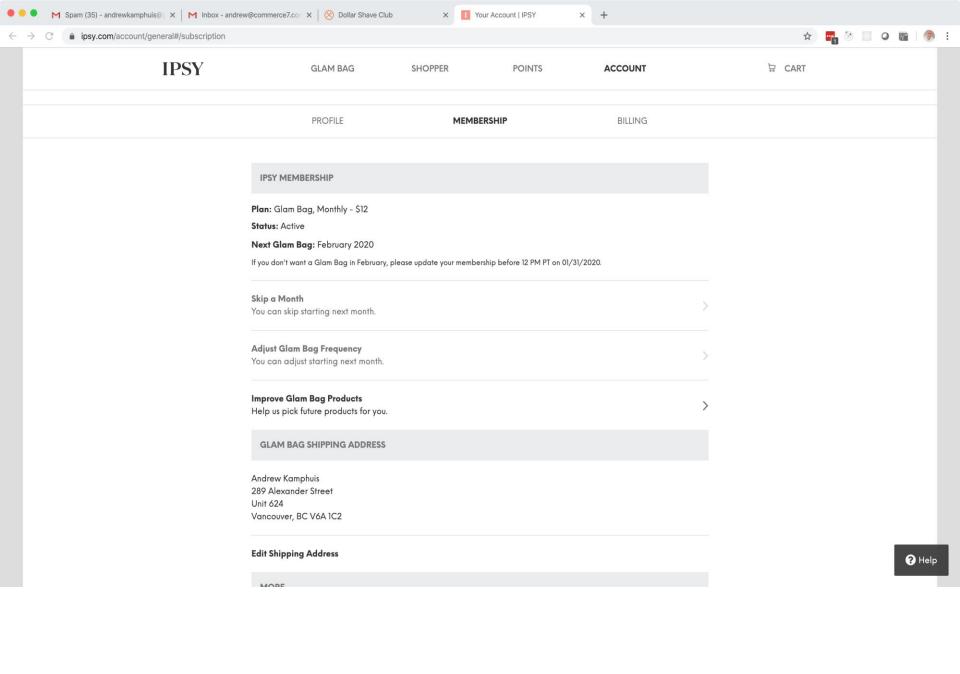


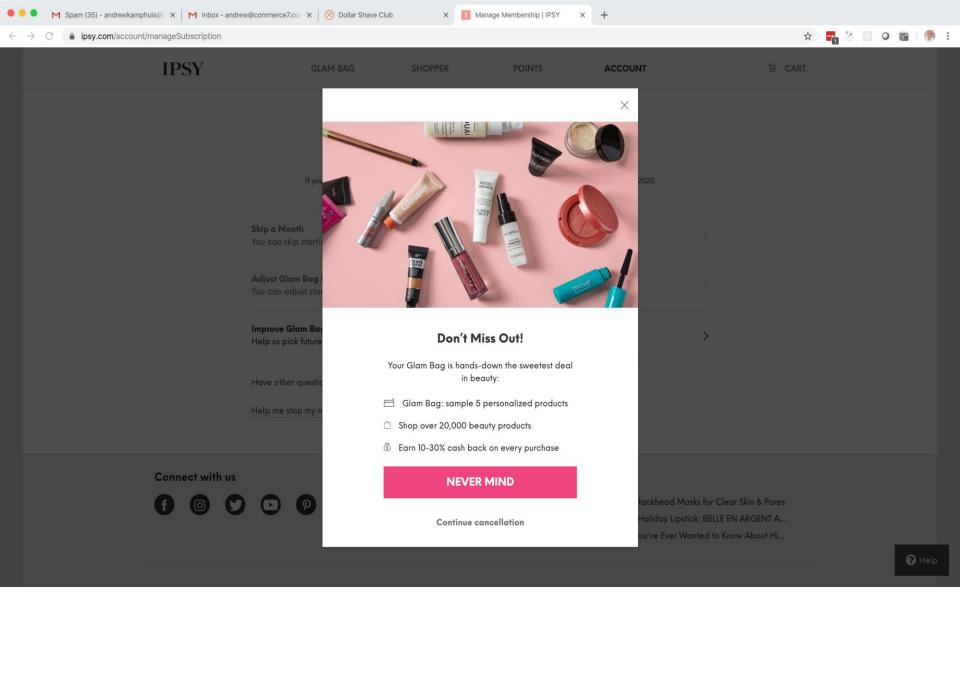


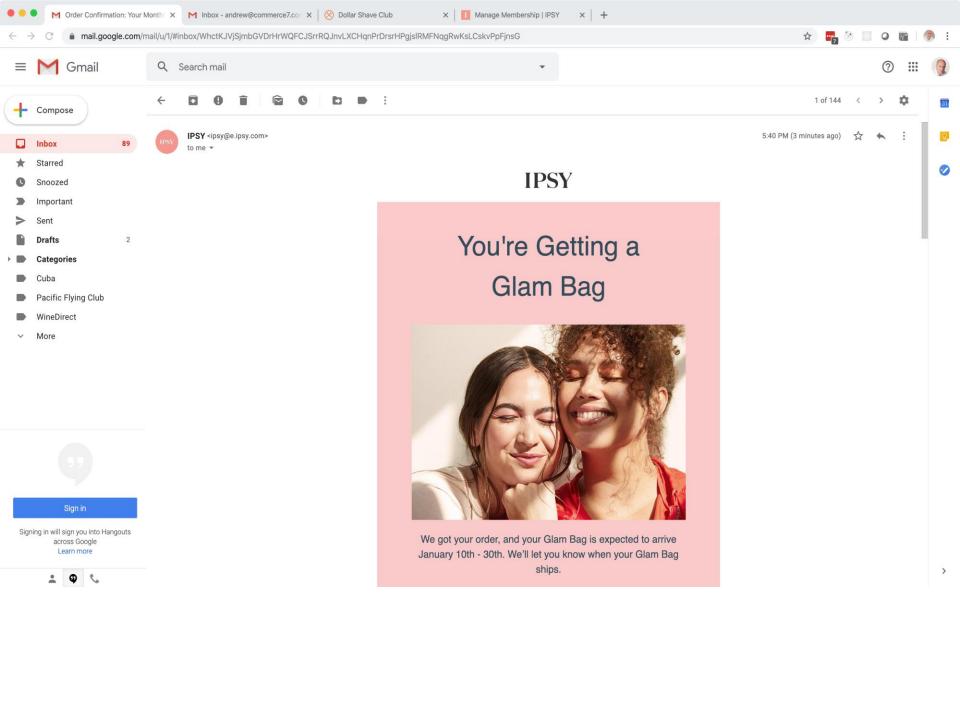




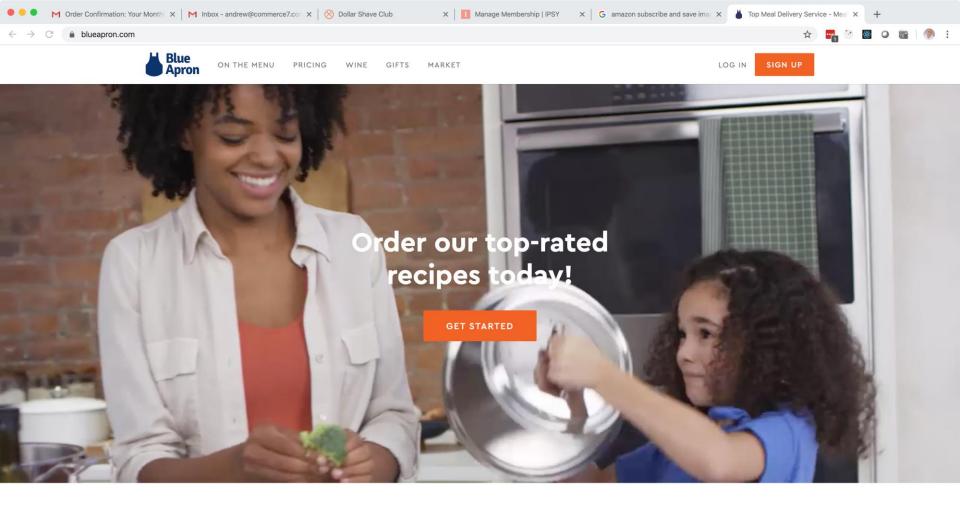






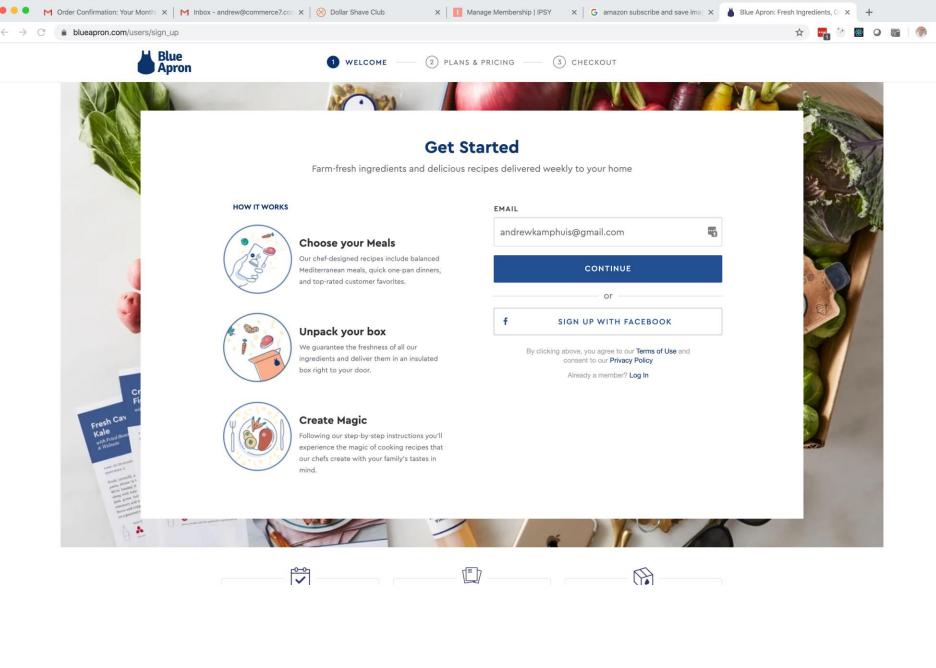


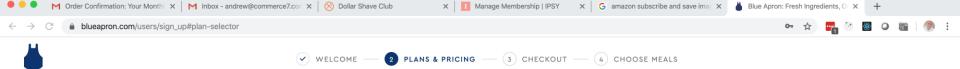






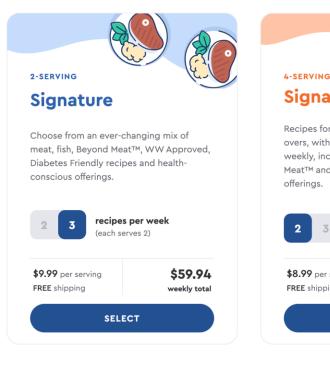
Choose your meals





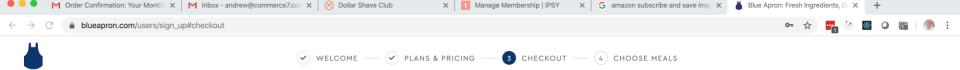
Choose your menu

(don't worry, you can change your menu every week)

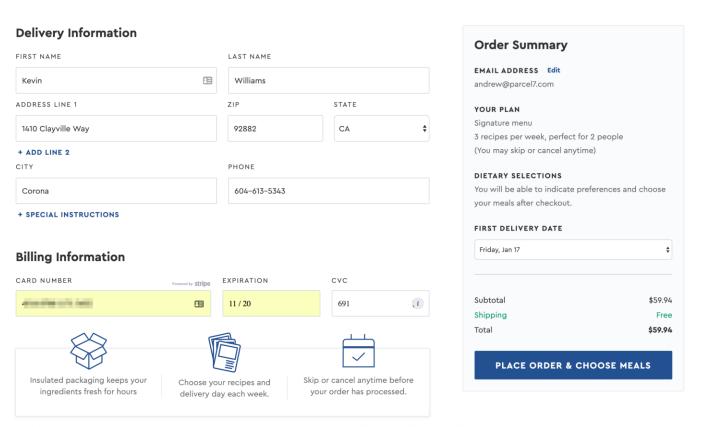








You will receive future deliveries at \$59.94 per week.



By clicking "Place Order & Choose Meals", you agree you are purchasing a continuous subscription and will receive weekly deliveries billed to your designated payment method until you cancel. Pricing is based on your plan choices available in your Plan Settings page and is subject to choose, you may cancel your subscription online at any time by emailing cancellations@blueapron.com and following the instructions in our response. Any orders identified as "Processing" or "Shipped" on your Upcoming page, however, cannot be cancelled. For more information see our Terms of Use and FAQs.





Add Monthly Wine Pairings

Enhance your Blue Apron experience by adding monthly deliveries of exceptional wines, expertly selected to pair with our meals. We work directly with world-class vineyards and award-winning winemakers to give you exclusive access to these quality wines.

3 x Red Wines		500 m
3 x White Wines (or Rosés)		500 m
Tasting notes, flavor profiles, and behind every wine.	the story	
\$ 10 Per Bottle	\$65.99 / month* (incl. shipping plus taxes)	
YES	ADD WINE PAIRINGS	
	NO, THANKS	

* taxes calculated at checkout

FOLLOW US







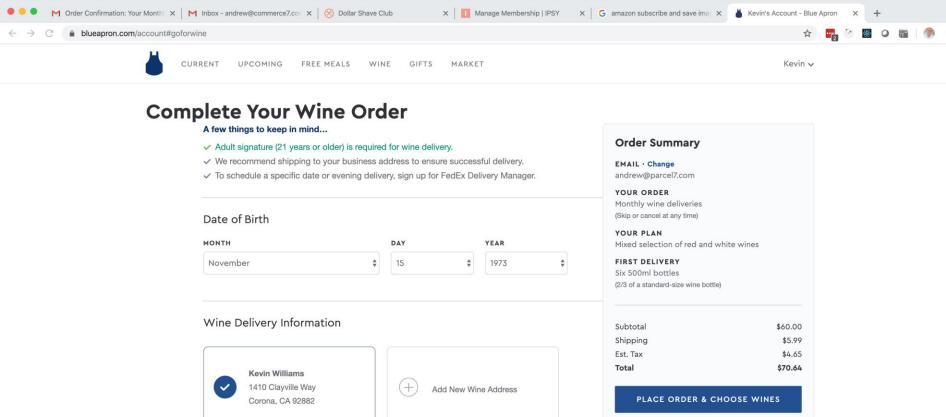


FROM THE BLOG



How to Cook Chicken: A Guide to Preparing America's Favorite Bird

On The Menu Blog Careers Customer Support: © Blue Apron, LLC 2020



MAYBE LATER

Payment Information



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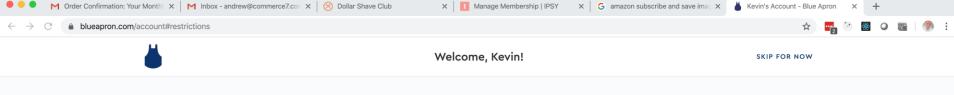
Thanks for signing up, Kevin!

Your first delivery is scheduled for Friday, January 17th

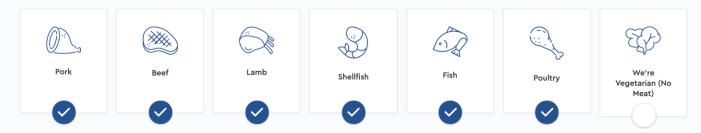
GO TO DIETARY SELECTIONS







What foods can you eat?

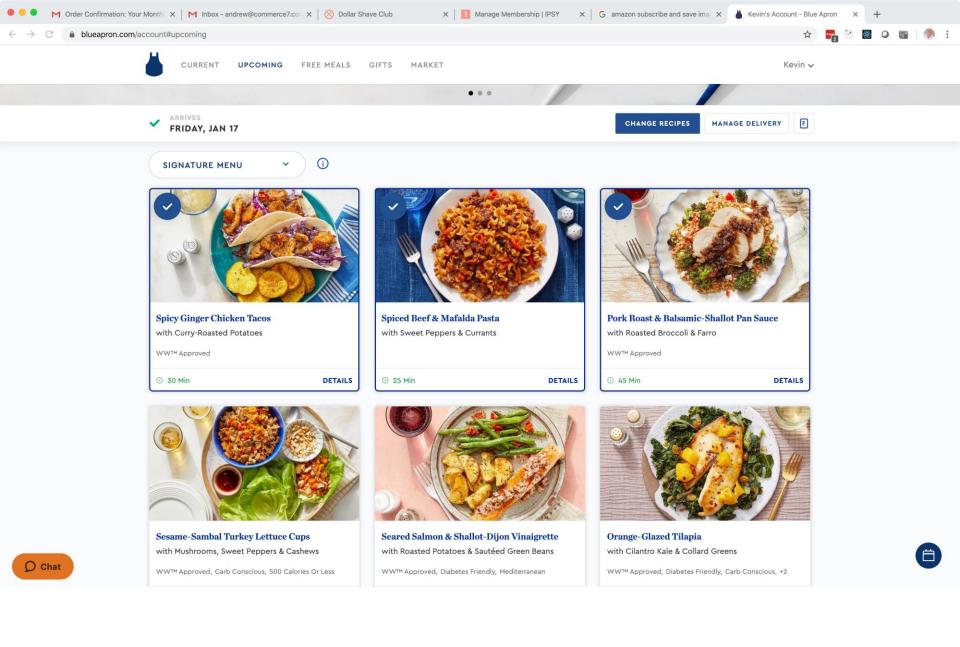


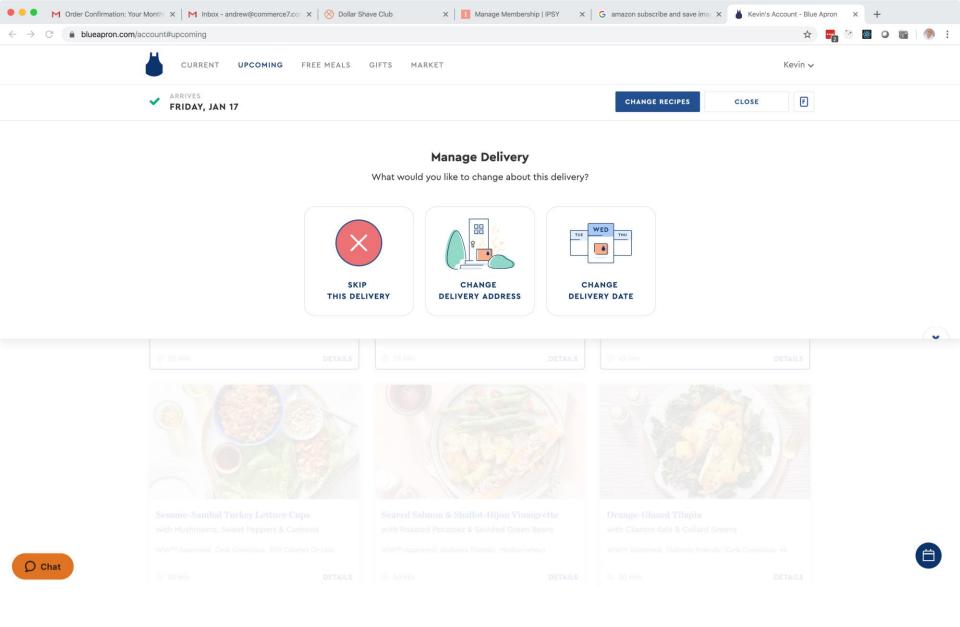
You will receive a mix of meat, seafood, and poultry recipes.

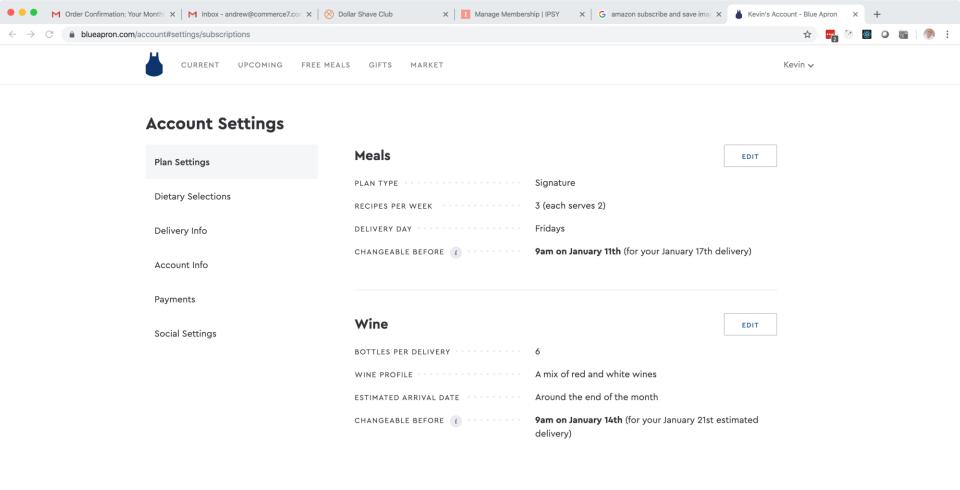
We'll use this to choose the best menus for you, but please know we're unable to accommodate food allergies.

VIEW YOUR FIRST DELIVERY









FOLLOW US



O Chat





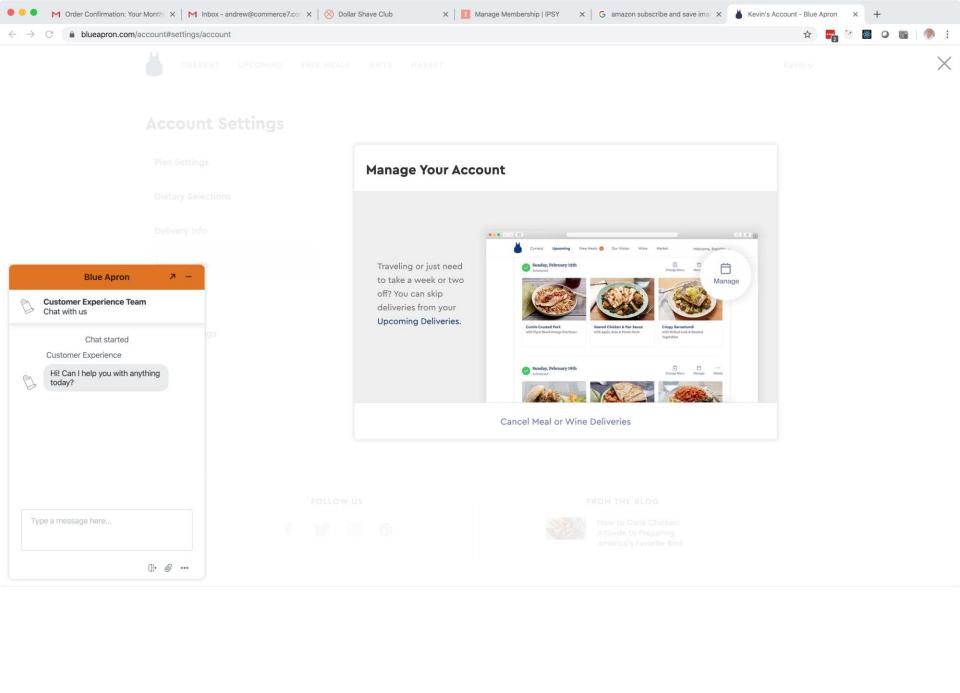


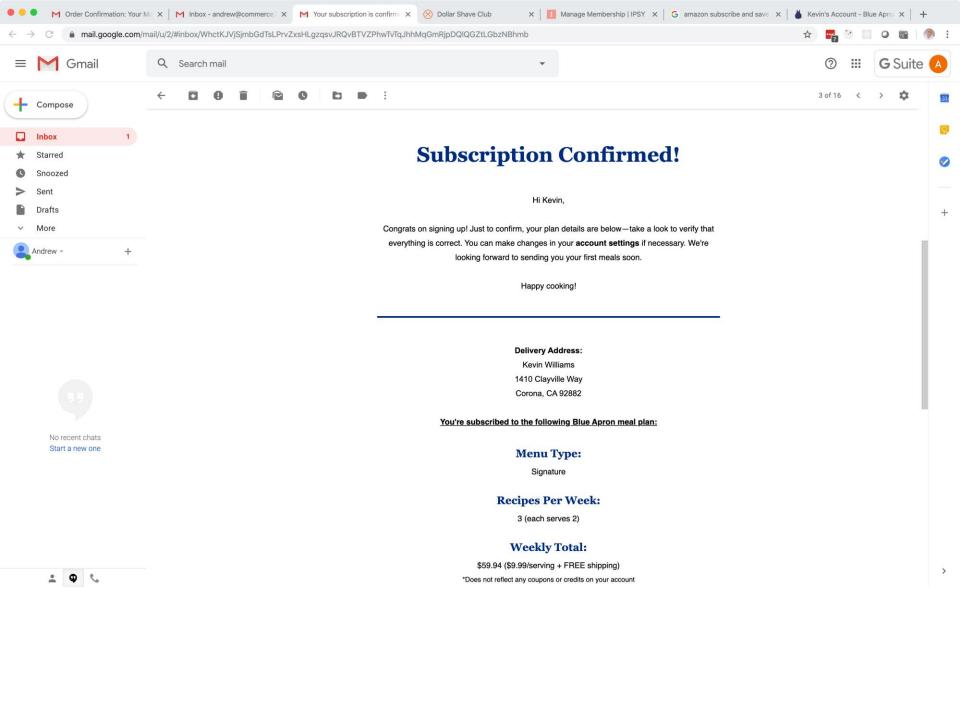


FROM THE BLOG

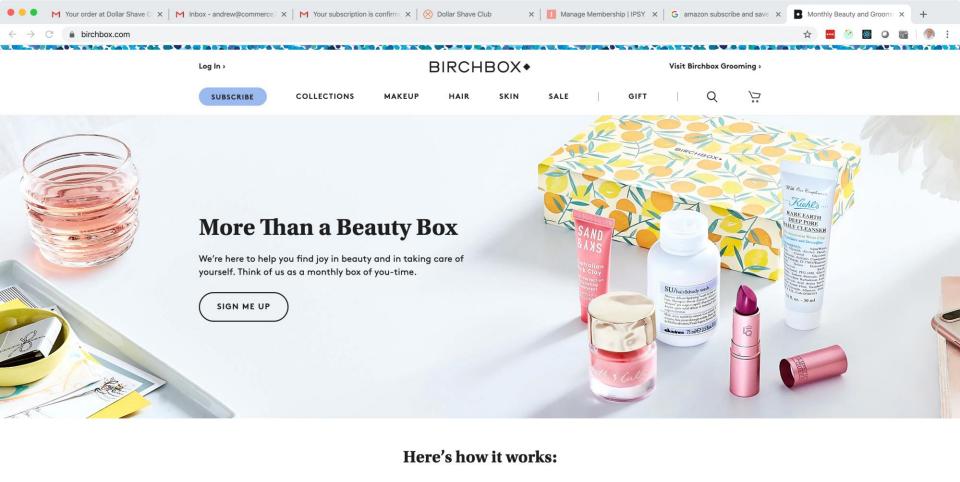


How to Cook Chicken: A Guide to Preparing America's Favorite Bird





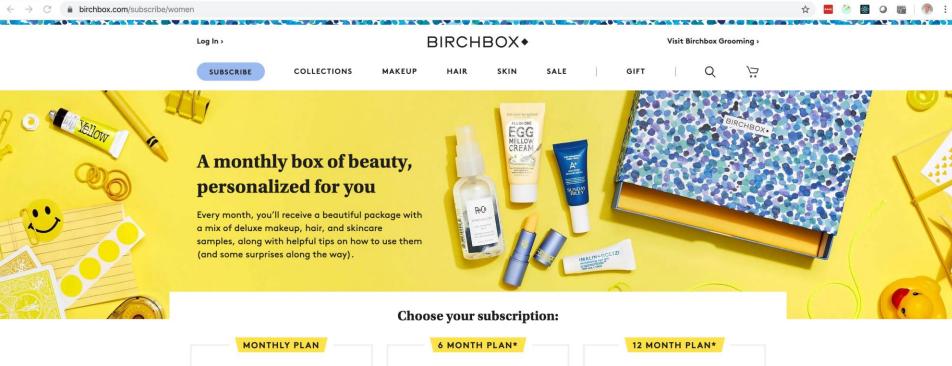
BIRCHBOX*





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X Manage Membership | IPSY X G amazon subscribe and save X

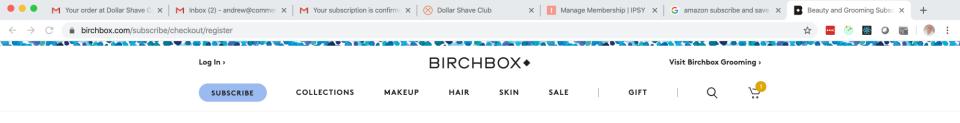
Monthly Beauty Box & Make

M Your order at Dollar Shave C X M Inbox (2) - andrew@commer X M Your subscription is confirmer X & Dollar Shave Club



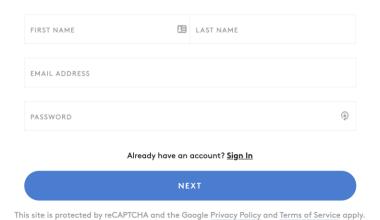
Your plan automatically renews and you are *committing to the length of your plan.



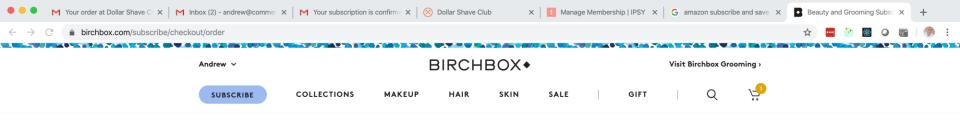


Create an Account

This allows you to save your Profile, so you get personalized products you'll love.

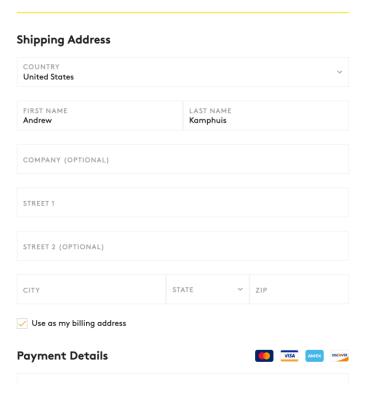




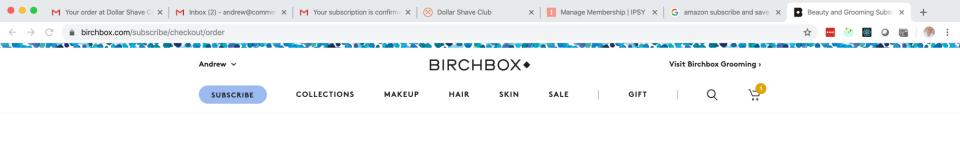


Birchbox Monthly-Plan Subscription

Ships Free. Cancel Anytime.







Review Your Order

< EDIT



Birchbox Monthly Rebillable Beauty Subscription - Cancel at any time (Billed Monthly)

Automatically rebilled monthly 🕧

How to cancel 🔞

Shipping Address:

Kevin Williams 1410 Clayville Way Corona, CA 92882-6070 United States

Subtotal \$15.00

Estimated Tax \$1.17

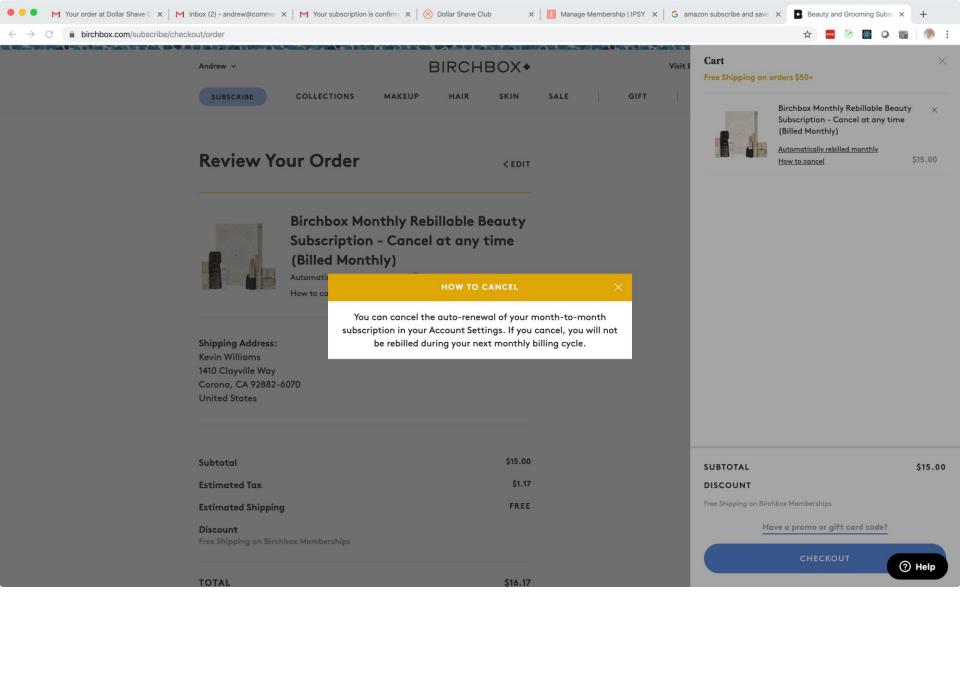
Estimated Shipping FREE

Discount

Free Shipping on Birchbox Memberships

TOTAL \$16.17







communication sale planning satisfaction opportunity

What does the modern customer want?



1. Meaningful Relationships

- 1. Meaningful Relationships
- 2. Revolves Around the Customer

- 1. Meaningful Relationships
- 2. Revolves Around the Customer
- 3. Ongoing Value

1. Meaningful Relationships





Primary reason for relationship is shared values



2. Revolves Around The Customer



Personalized

Why personalize?

Consumers expect personalization





Recommendations based on info they've shared with you





Want Control



Control of Delivery Schedule



Control of Selection

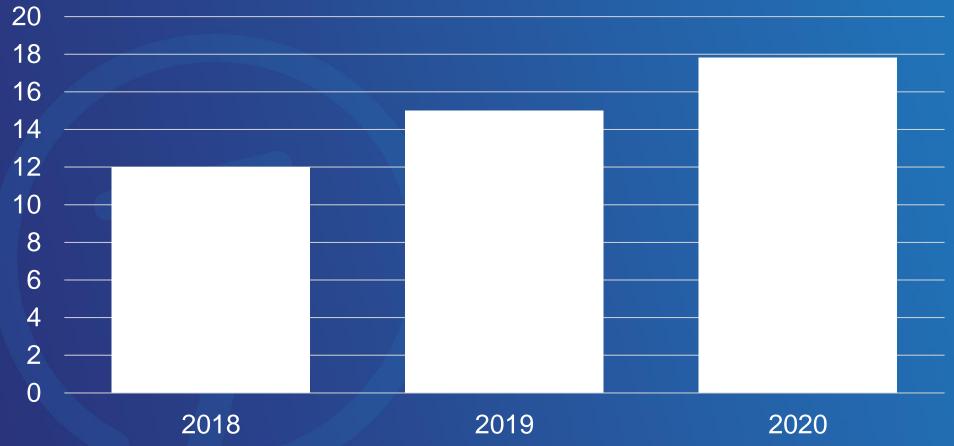


Cancel Online

3. Ongoing Value

NETFLIX

Billions Spent On Content



- 1. Meaningful Relationships
- 2. Revolves Around the Customer
- 3. Ongoing Value

Keys To Success

Shift focus from the product to focus on the customer

Club Release Schedule	
Brand Focused	Customer Focused
Feb 1, 2020	Customer Decides
May 1, 2020	Customer Decides
Sep 1, 2020	Customer Decides
Nov 1, 2020	Customer Decides

Brand Centric

Customer Centric

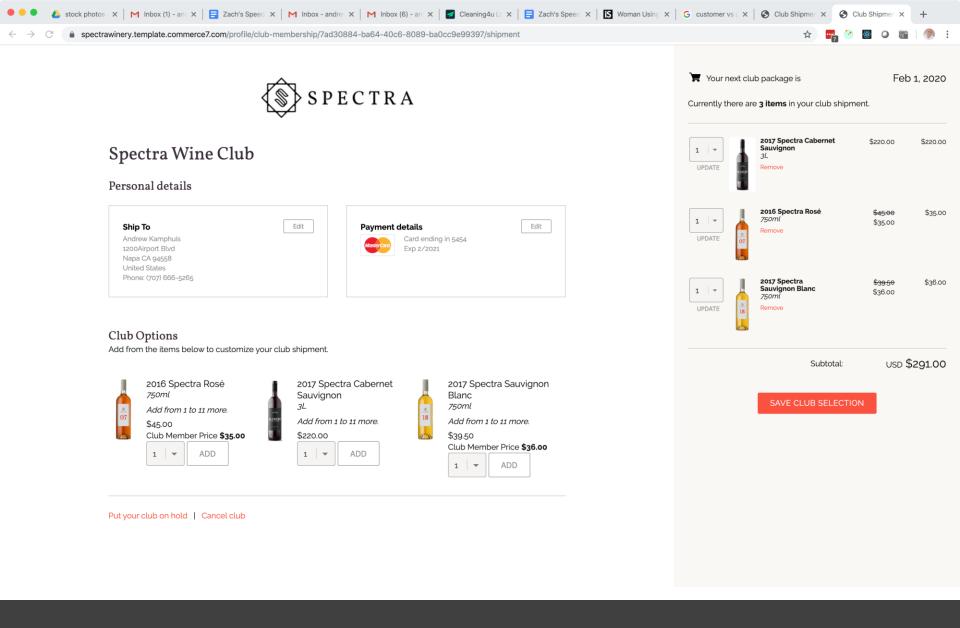




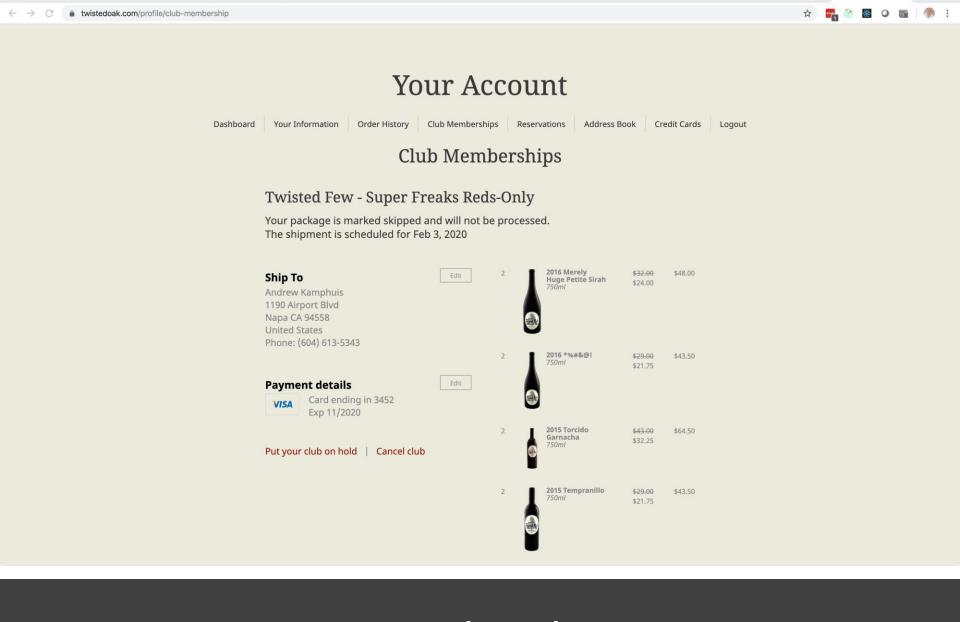
Hand Over Control



Control of Delivery Schedule



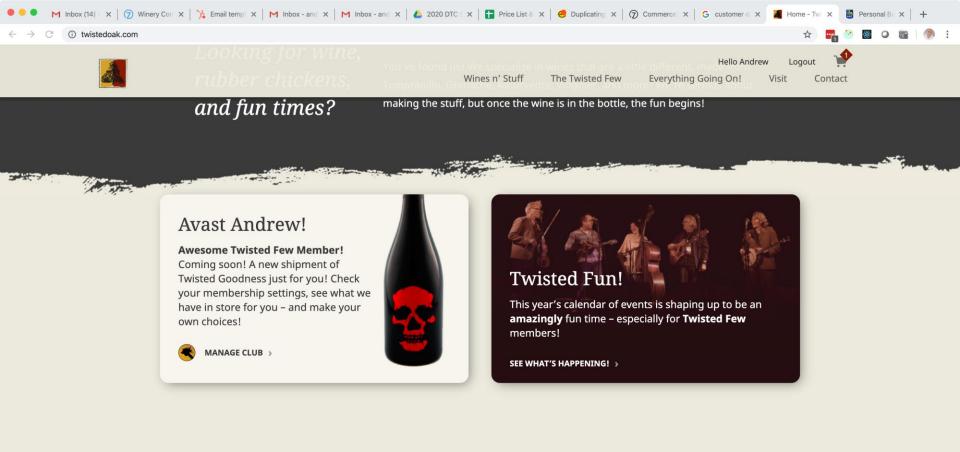
Control of Product Selection



M Inbox (14) - a x | 🕜 Winery Consc x | 🧏 Email templat x | M Inbox - andre x | & My Drive - Gc x | 🚰 Price List & C x | 😂 Duplicating p x | 🕜 Commerce 7 x | G customer dat x | 🎆 Rollingdale - x

Cancel Online

Personalize



Twisted Favorites



Twisted Presidents Dinner

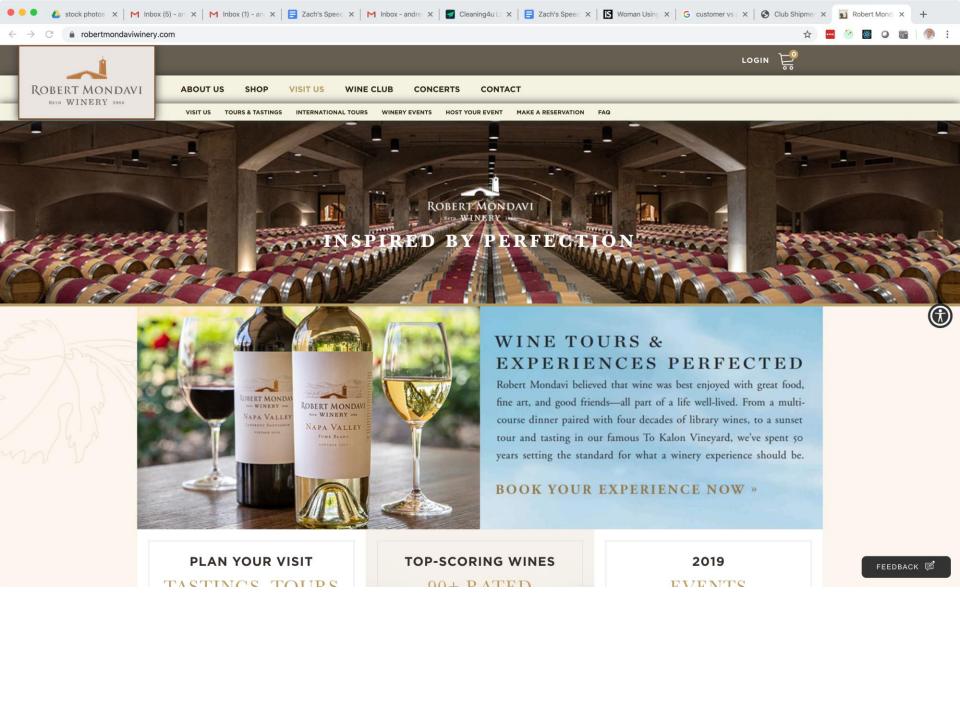


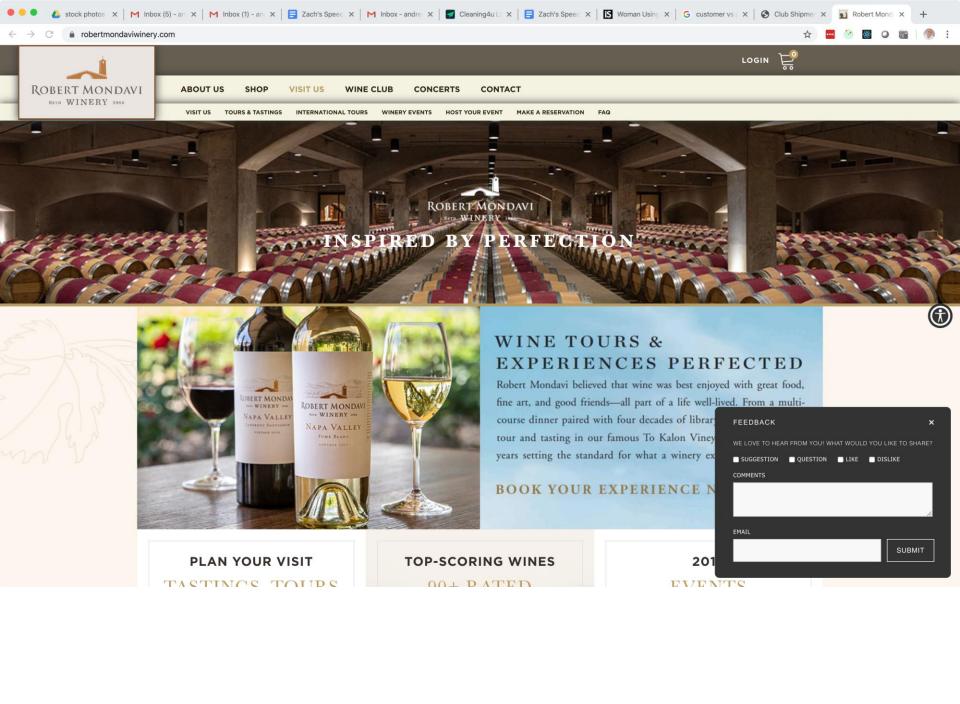
Three Amigos -The

Personalized

Monitor Usage

Listen and Act on Feedback



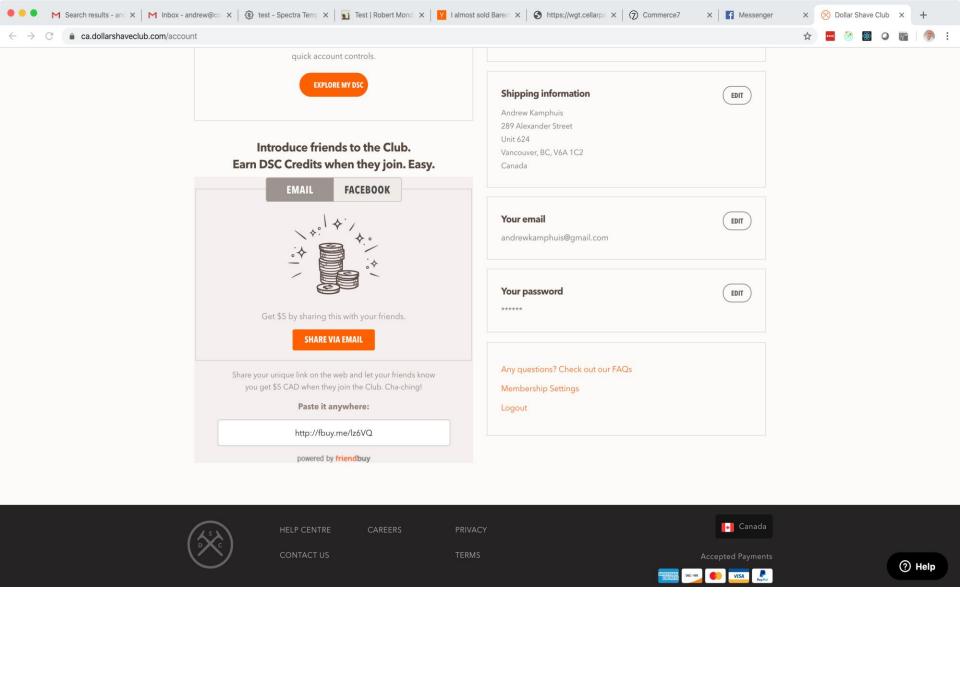


Finding new ways to deliver value

Adapt to Customers Needs

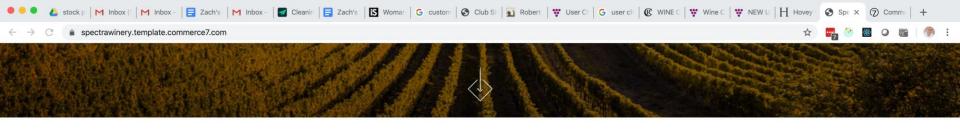
Encourage Engagement

Acquire Club Members Across All Channels



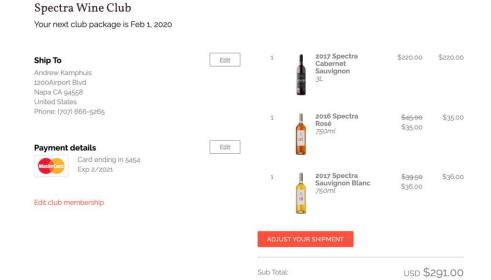
Nurture and develop deeper customer relationships

Iterate



Welcome back Andrew

Because you are a club member.







Spectra Wine Club

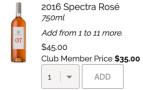
Personal details



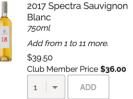


Club Options

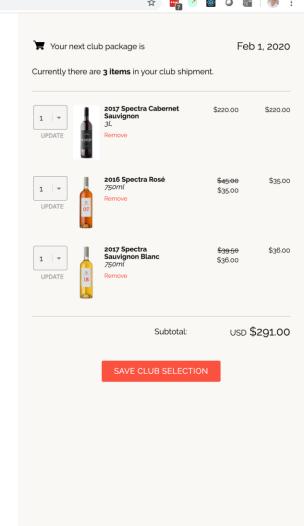
Add from the items below to customize your club shipment.

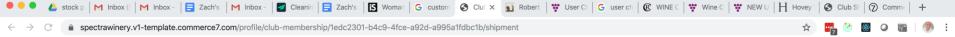






Put your club on hold | Cancel club





Spectra Wine Club

May we help you?. To address any concerns please call us at (604) 791-1500 See how to manage your club shipment by watching the club video

You can't have fewer than 4 bottles in your club shipment. Add additional bottles first, then remove the bottles you don't want.





VIEW CURRENT SHIPMENT

Add more to your club



How do we get our team on board?





Right Incentives



THE WINERY'S CHAMPION

Push Your Vendor

In Closing

- 1. Shift Focus To Customer
- 2. Hand Over Control
- 3. Monitor Usage
- 4. Listen and Act on Feedback
- 5. Find New Ways to Deliver Value
- 6. Adapt to Customers Needs
- 7. Encourage Engagement
- 8. Use Multiple Channels for Acquisition
- 9. Nurture Relationships
- 10. Iterate

Thank You!!!

Questions