



Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

Coffee Break with Game-Changers, presented by SAP
Wednesday at 8 AM Pacific/11 AM Eastern
October 01st 2014: Retail Relevancy: Distinction Trumps Differentiation

The buzz: Retail. Retailers: If you're not making each customer's experience more engaging, exciting and fulfilling than your competitors are, help is here. Hints: Find your own retail niche. Leverage that distinction across your business. Nurture a "Fan to Brand" loyalty that compels shoppers to engage far beyond the purchase...and more. The experts speak. BJ Bueno, The Cult Branding Company: "Some customers have a religious devotion to a particular brand. They may go so far as to permanently scorch their skin with the logo or image of the brand they love." Scott McKain, Expert on Distincti

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Featured Guests



B.J. Bueno

A dynamic young lecturer and creative strategist, B.J. Bueno has forged a reputation based on his insight and expertise in building brands. He has written several books on marketing and branding and is a sought-after speaker. In 2006, B.J. founded The Cult Branding Company, a brand modeling research firm located in Orlando, Florida. He is also a partner in Nonbox Consulting, a think tank that offers consumer insight strategies, leadership coaching, brand education and training, and creative development services.

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Scott McKain

Scott McKain helps organizations create distinction in every phase of business and teaches how to deliver an "Ultimate Customer Experience®." He creates captivating presentations and bestselling books which clearly reveal how to create more compelling connections between you and your customers, and how to stand out and move up, regardless of the economic climate in your industry. One of about 150 living members of the Professional Speakers Hall of Fame, he was recognized by Social Media Marketing Magazine as one of the 50 most influential marketing authors on Twitter, and by GenJuice, a leading resource for emerging professionals, as one of the "Top 25" people for Gen Y and Millennial leade

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Nancy Casey

Nancy Casey leads the Customer Centric Merchandising and Marketing business solution area at SAP. Nancy manages strategy and development of software solutions which enable retailers to understand their customers and effectively drive beautiful customer experiences. Nancy has been at SAP for over 10 years. She has more than 20 years of experience in the retail, consumer and software industries. Prior to SAP, Nancy has held executive positions in numerous companies including Deloitte Consulting, Saks Fifth Avenue and several Silicon Valley startups. Nancy has her MBA from The Wharton School, and obtained her BA from Cornell University.

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