



# Alexa is playing fair

BUSINESS STRATEGY SKILLS TRACK

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



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Presented  
by  
Tom Shay

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# Alexa is playing fair and she is playing to win - How to beat the Internet

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

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Passion – for what you sell or for the business?

So, what is Amazon doing?



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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?



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