

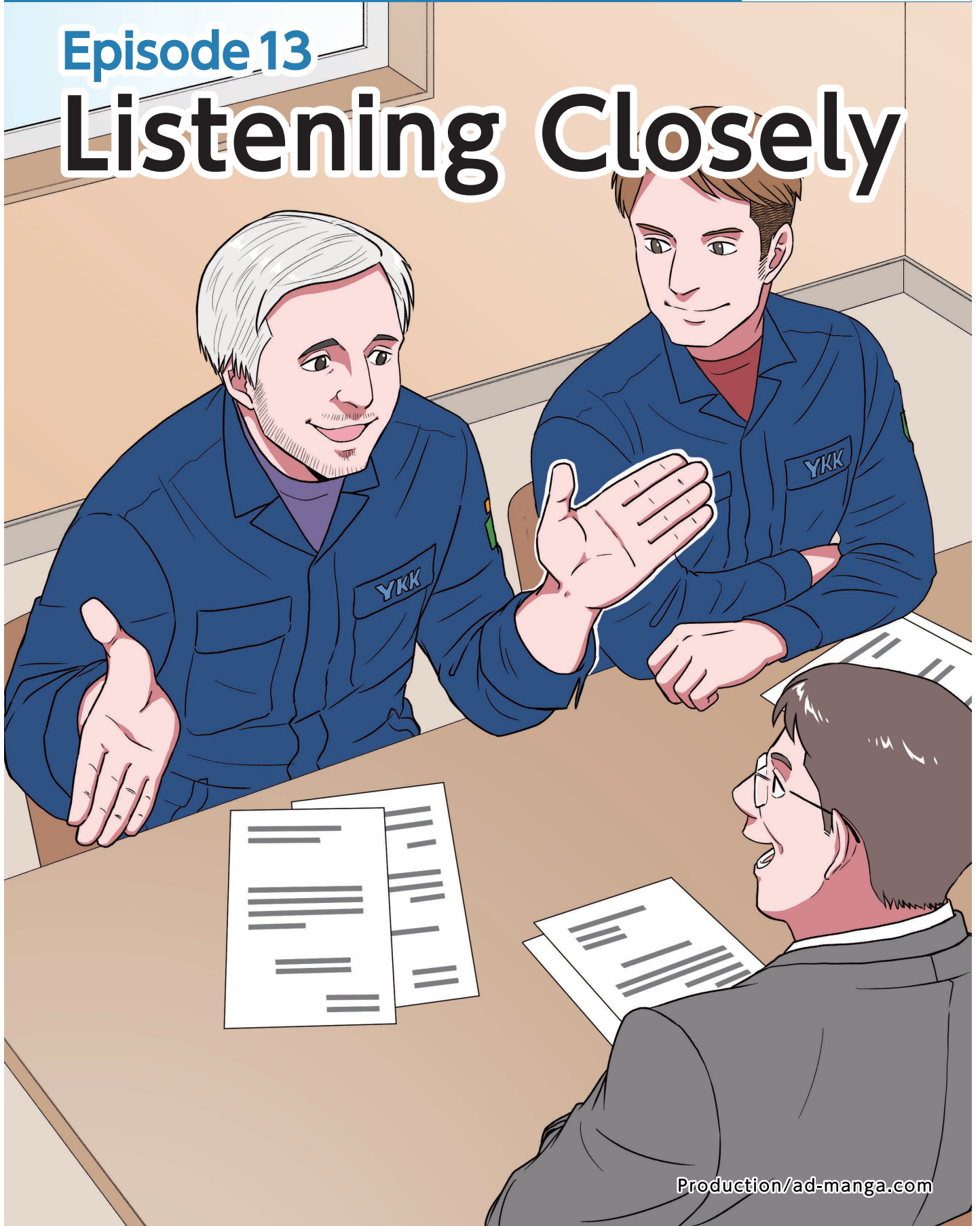
YKK Episodes

Expanding around the World
– Memorable Stories –

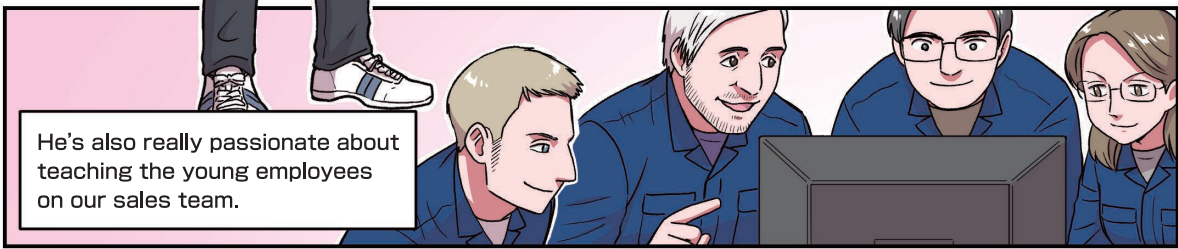
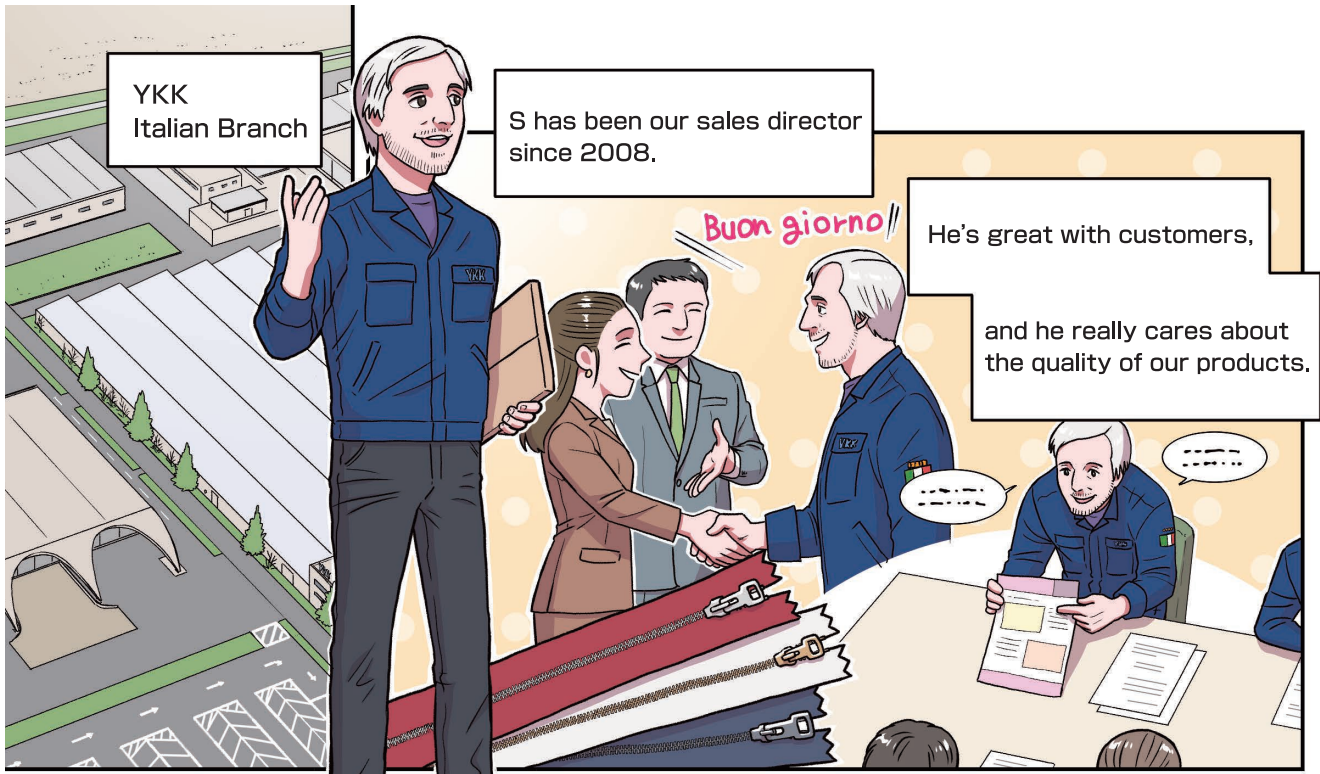


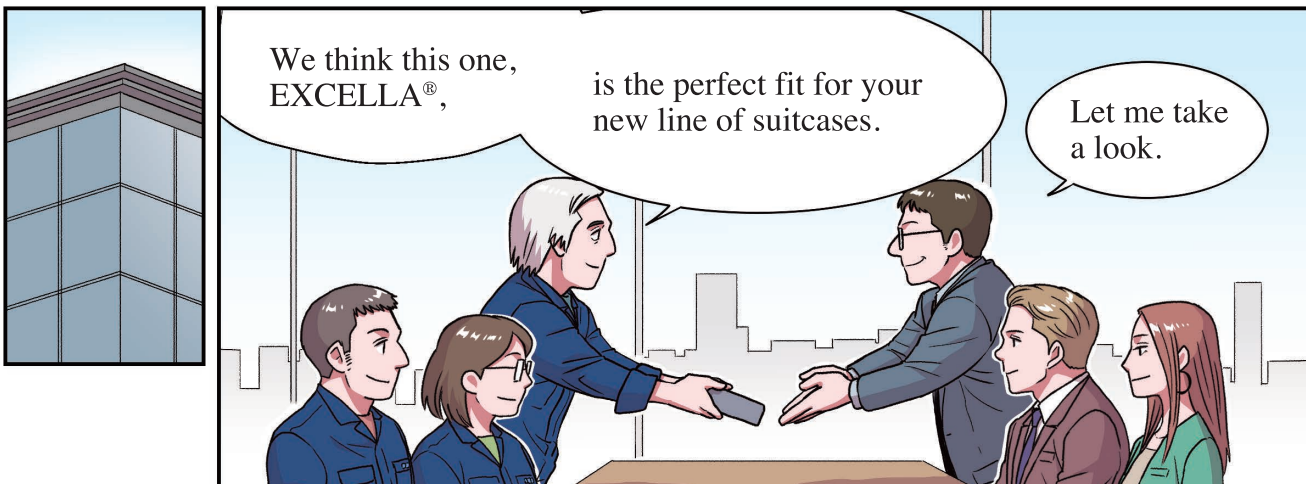
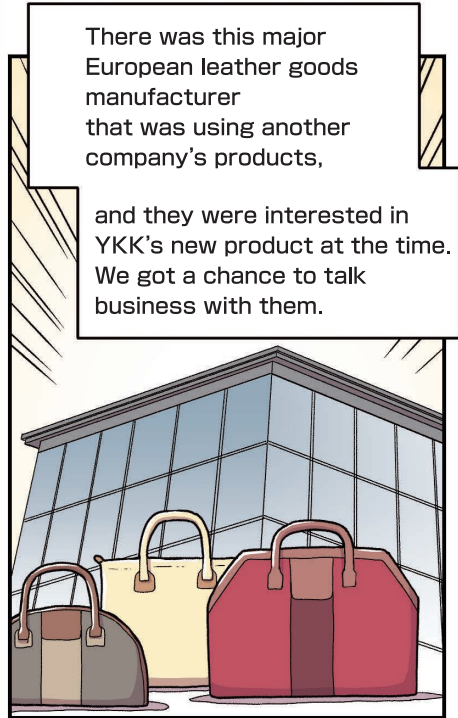
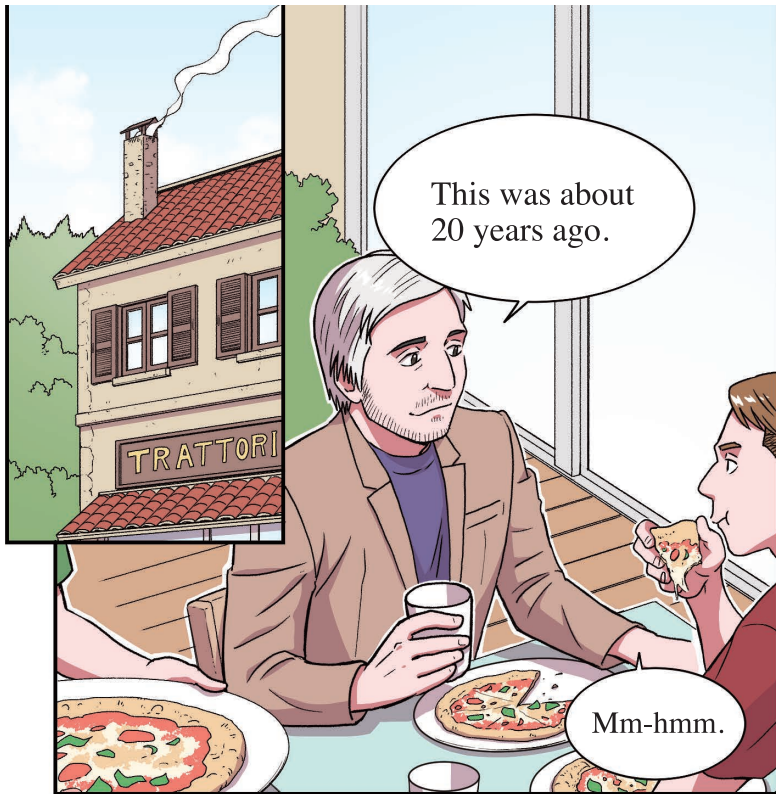
Episode 13

Listening Closely



Production/ad-manga.com

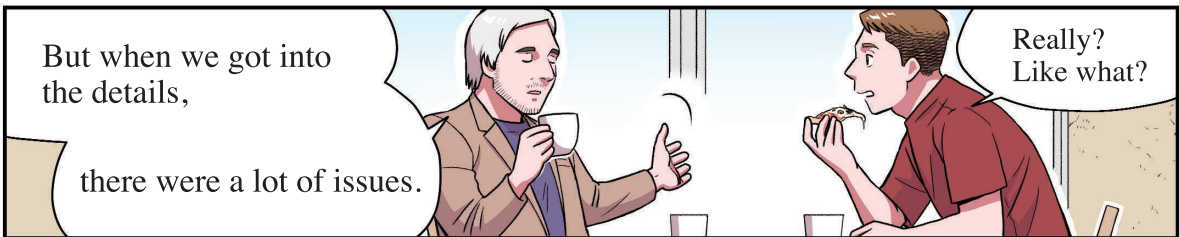
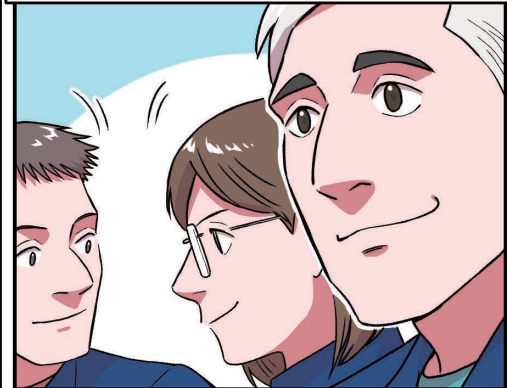






Bravo!

They loved how symmetrical its zipper teeth were.



But when we got into the details,

there were a lot of issues.

Really? Like what?



We wanted the zipper teeth in gunmetal or light gold...

and we didn't want a logo on the slider...

Oh no!

We didn't have the colors or sliders the client wanted,



but I couldn't give up there.



We kept trying to persuade them for days.

I'm sorry, we don't have that color.
How about this one instead?

I'm confident that the look and strength of our sliders are second to none.
Here's the data to prove it!

And then...

Our enthusiasm about EXCELLA® finally convinced them.



We look forward to seeing the sample.

Leave it to us!

grip

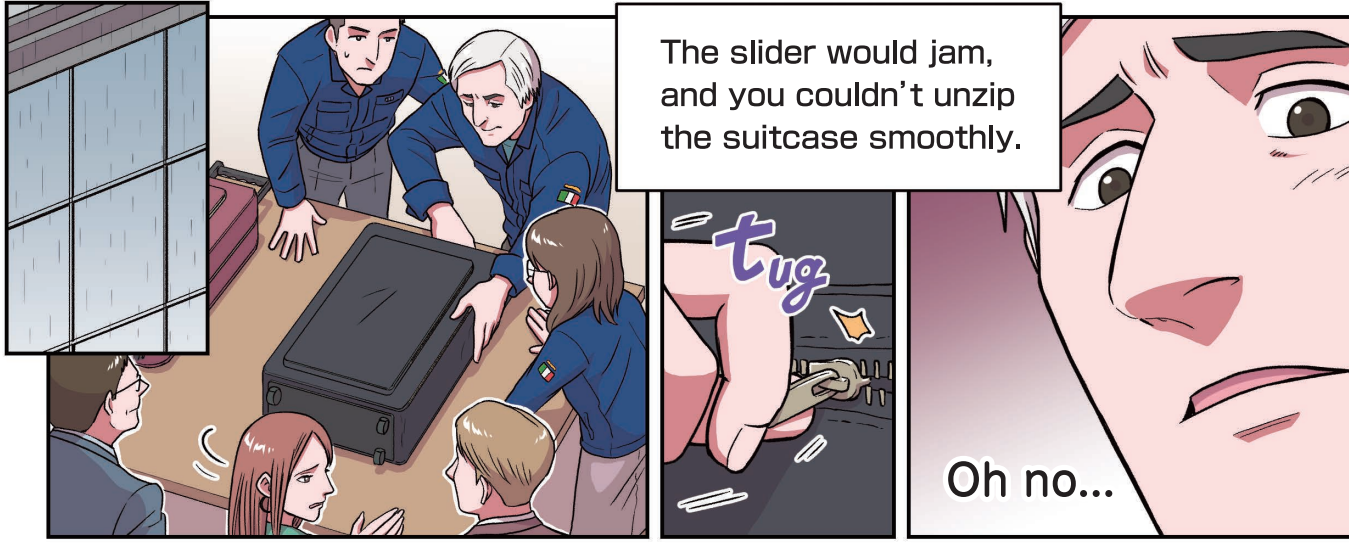
But then...!

YKK



Director!
This is from the client, it's urgent!!

What's wrong?!

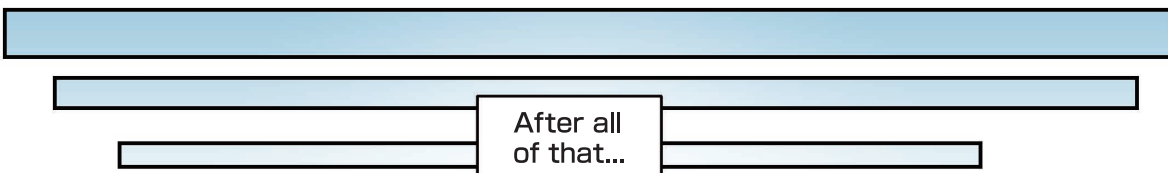
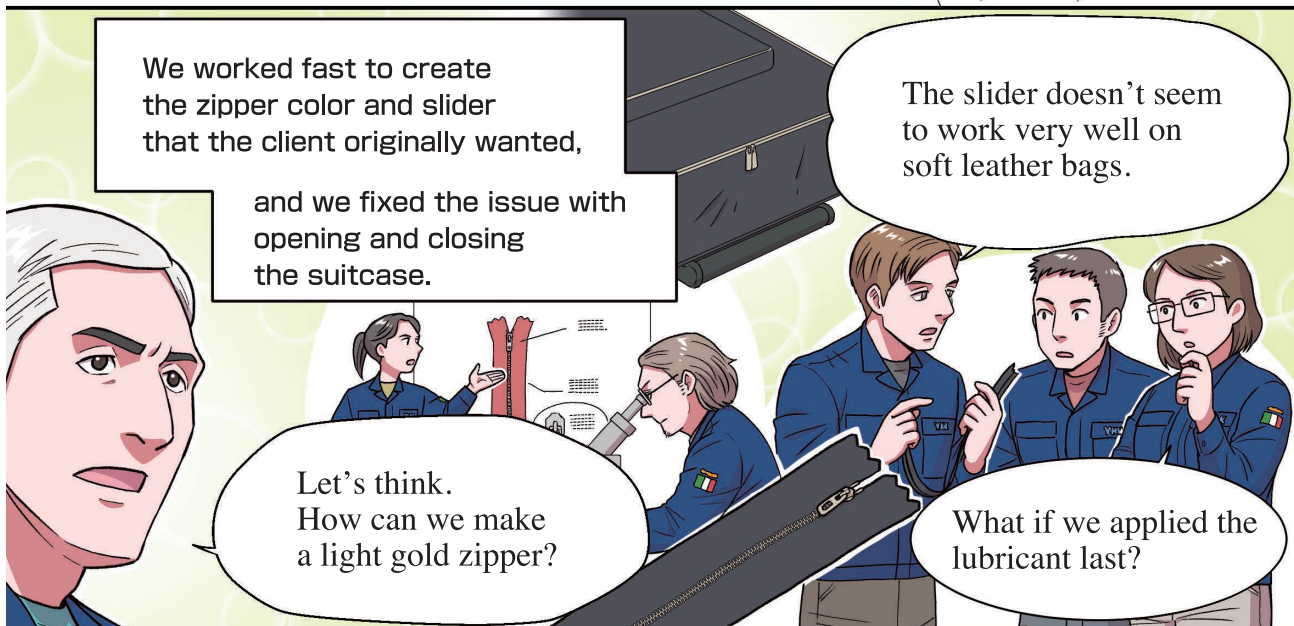
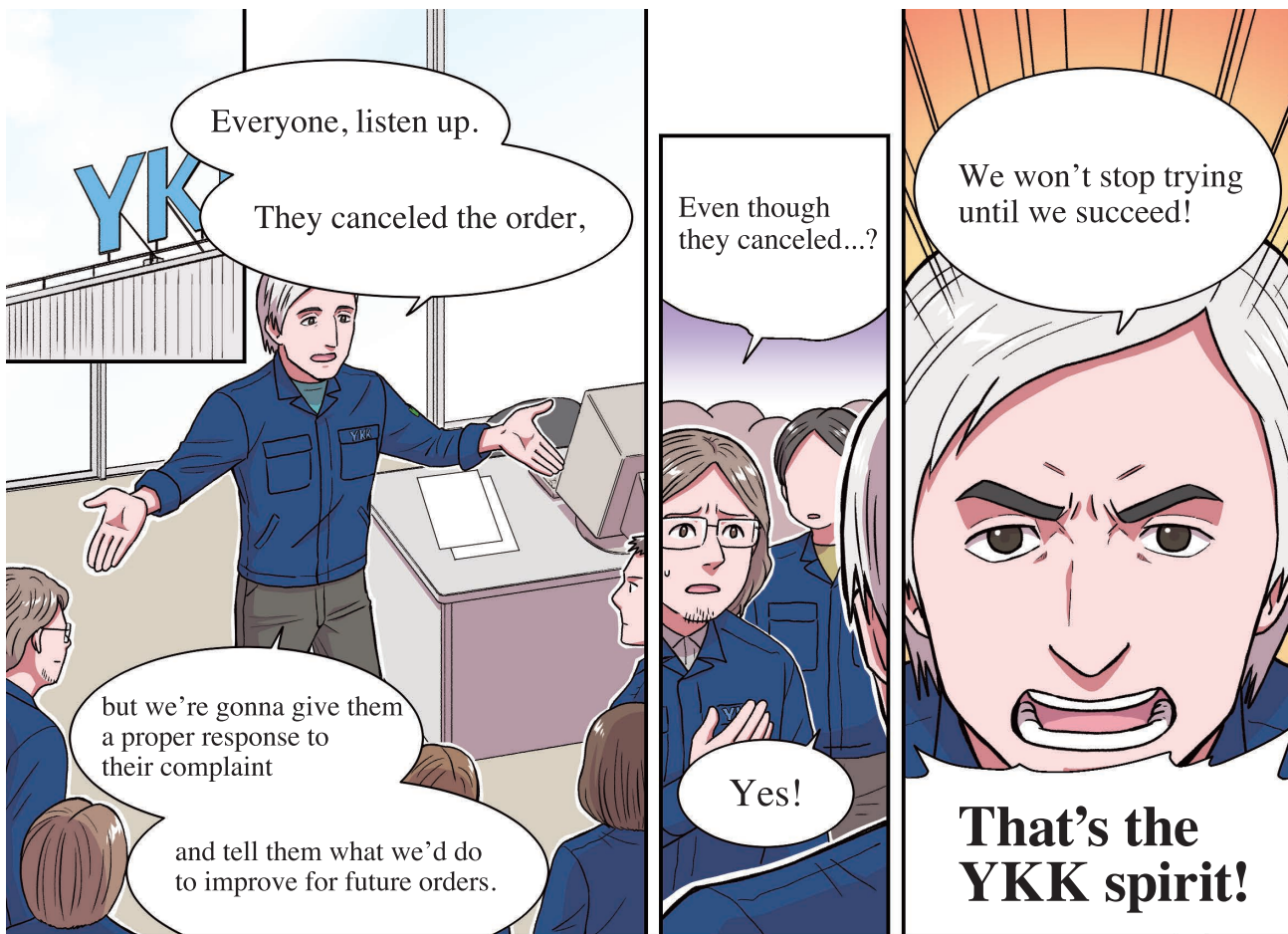


The slider would jam, and you couldn't unzip the suitcase smoothly.

tug

Oh no...

They canceled the order.



We ended up
regaining the client's trust.

They order from us often now.



It does make me think,
though.

Because if we had really grasped
what they wanted
before sending them the zippers
in the first place,

we could've given them
what they wanted sooner,
right?

That's true...



What the client wants,

what we can do
for them...

We have to glean all of that
from our conversations
with them.



But what if we can't
figure out
what the client wants?



Pay close attention to clients' stores and products,

and think about what we can give them that'd add value to those.

When you figure that out, get everyone in the company involved and draw up a plan.

Even if they say no to every suggestion you make, that gets you one step closer to a "yes" in the future.

It's true that I really don't know much about our clients yet.

I need to suggest products that'll work better for them...

I- I got it!

Then, there's only one thing you can do.

Pat

To give clients what they want most,

you gotta start by talking to them first!

Let's do it!

End.