

# Michael J. Silverstein

## Quotes

*People, Needs, Ideas, Believe, Focus, Winning, Mean, Dream, Mind, Giving,  
Understanding, Eye, Opportunity, Choices, Details, Return, Real, Thinking,  
Priorities, Team*

Looks do count. Deliver visually stunning merchandising. Engage at the point of sale. Help consumers shop with their eyes.

~Michael J. Silverstein

Our most exciting discoveries come from studying anomalies. The once-in-1000 occurrence is worth getting detail on.

~Michael J. Silverstein

Functional goods sold en masse earn a good return but breakthrough profits come from satisfying emotional needs.

~Michael J. Silverstein

I admire many entrepreneurs. They bring energy, excitement, youthful enthusiasm. What they lack in process, they make up for in gumption.

~Michael J. Silverstein

Respond to your customer's dissatisfactions with precision and power.

~Michael J. Silverstein

Curiosity is the greatest source of ideas, retail revolutions, and insights.

~Michael J. Silverstein

The Golden Rule works. It really does. Treat people the way you want to be treated. Kindness begets kindness.

~Michael J. Silverstein

All companies have many opportunities. Strategy is about allocation of resources and priorities.

~Michael J. Silverstein

Companies that get in trouble have a failure to see two realities: market trends and competitor attacks.

~Michael J. Silverstein

Don't ask your customers what they want. This rule is based on the view that they probably don't know. You have to fully understand them, the context for their needs and their major dissatisfactions.

~Michael J. Silverstein

Completely understand the customer by seeking an intense, complete and empathetic understanding.

~Michael J. Silverstein

Consumers are time constrained, budget restricted and less loved than they would like. Give them a wonderful experience and they will share it. Capture their soul and win big time.

~Michael J. Silverstein

Always welcome your customer's scorn. This rule says read the complaint letters. Categorize them. Decide how you are going to wipe them out.

~Michael J. Silverstein

If you innovate broadly, focus on the customer experience, and deliver everyday a great product, you will gain share.

~Michael J. Silverstein

Truth is so difficult to hear about. It must be experienced.

~Michael J. Silverstein

People need to be inspired. They need to hear and believe a story. If you want them to be self-motivated, you need to engage them.

~Michael J. Silverstein

My best clients tell stories that inspire. They tell stories about situations that you can identify with.

~Michael J. Silverstein

Many companies routinely do things that are not important. They fail to prioritize. They get involved with details that don't matter.

~Michael J. Silverstein

A lot of people believe you only need a vision. This is simply not correct. You need brilliant execution every day. It's about attention to all the details of go to market.

~Michael J. Silverstein

A curious mind armed with skill, experience, knowledge, and patterns can give birth to big brand revolution.

~Michael J. Silverstein

Business operators that really deeply care about their employees and consumers deliver the right response every day.

~Michael J. Silverstein

You need to have sufficient resources against your priorities. Your eyes have to be open every day.

~Michael J. Silverstein

The choices we make define our future.

~Michael J. Silverstein

Failure to make the tough but necessary choices means slow painful death.

~Michael J. Silverstein

I believe in classic ideas. They are timeless. They are forever. There are many fads in management.

~Michael J. Silverstein

Define a winning proposition that is consumer right and delivers margin accretion.

~Michael J. Silverstein

Deliver infinite growth having your customers talk about you, exclaim you and tell their friends and colleagues about you.

~Michael J. Silverstein

Take an expansive view of the consumers needs and expand beyond your current boundaries.

~Michael J. Silverstein

All great companies have spirit and culture. Mean spirited returns mean spirit.

~Michael J. Silverstein

Too many companies are happy to have workers to dread working. They have the wrong attitude because they have the wrong leadership.

~Michael J. Silverstein

You make money when you get visitors to go through the entrance at capacity.

~Michael J. Silverstein

Epidemics of "bad" voice can kill your reputation overnight.

~Michael J. Silverstein

Take giant leaps. Too many companies are into incremental innovation. The only thing that moves markets is violent turns. Major differences. Don't get caught in the trap of small steps.

~Michael J. Silverstein

Transform your employees into passionate disciples. Teach. Create apostles. Give people a calling, not a job.

~Michael J. Silverstein

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