

S4E19. Bob Pacanovsky

SPEAKERS

Peter Margaritis, Bob Pacanovsky

Peter Margaritis

Hey, welcome back, everybody. This is gonna be one of the most unique podcast interviews I've ever done. And if by chance, you can go to my YouTube channel, and you can watch the video because I'm interviewing my good friend, Bob Pacanovsky, the Black Tie Experience. He's wearing a tuxedo. I'm in a tuxedo, but better yet, and I have to figure out why we're here. But I'm interviewing Bob in his kitchen. So first and foremost, Bob, thank you for taking time out of your busy schedule, out of your cooking schedule to spend some time with me on my podcast.

Bob Pacanovsky

Oh, my pleasure, Peter. Thanks. Thanks for the invite.

Peter Margaritis

Okay, so the obvious question I need to ask is, why are we in your kitchen?

Bob Pacanovsky

Great question. You know, 2020 I don't want to replay it. But one of the things is as a keynote speaker, a trainer and you know, my world, I got shut down like yours, that and others. And so we need to move as virtual format. And after about two or three months, I realized that I was starting to get a little fatigued with the virtual formats and what can I do differently. And honestly, I was working on this in the last couple of years, thinking I could bring this to an in person event. Because I have two passions. I have a number of passions. But two of the passions that I have Peter, one is talking, speaking, teaching, coaching on customer service experience. That's what I'd love to do. Second one, based on my entrepreneurial background is food. So, for over 20 years, I owned restaurants, an event and catering operation. And while I wasn't the chef, I own the companies. I learned a lot about food and learned how to cook by watching listening, asking questions of serving my chefs, my cooks. And after I sold my company, I started looking at this and I thoroughly enjoyed cooking so much so I was like, well, why don't I combine now in the virtual world two of my passions, food and customer service and put them together to create both a black tie customer and now culinary experience. So, I'm in my kitchen ready to cook with you. For you.

Peter Margaritis

Oh, that that is so cool. And I know over the years we have talked about, we share that same passion of cooking. I mean, I'm Greek I was raised in restaurants. I remember cooking in the back of my Uncle's diner. I don't know, maybe at the ripe old age of eight. So, I've always I've always had this love of cooking, and now that you're going to do this, I'm even more excited. You said you had a surprise for me. So when I asked you to interview you, but you didn't tell me and I appreciate that because I love

this. I mean you've got me excited about what you're about to do. So thank you for holding that suspense out for me. This is gonna be fun. So what are we gonna do? What are you gonna do?

Bob Pacanovsky

Okay, well so first today and those of us that are on YouTube channel, you'll be able to see my setup. I, you know, you see I have some sauteed pans in front of me, Now, I'm using some butane burners because my stove is actually behind me. But if I cook for my stove, all you'd see is my back. So, I have my counter here in my kitchen. I have everything set up. And I didn't realize this but February is heart healthy month across America. So, I have this heart healthy recipe that is just, I mean, it's really tasty. My wife and I found it a few years ago. I added some things to it. And it uses ingredients like extra virgin olive oil. Okay great, fresh vegetables. I have squash and zucchini here. I have red and orange bell peppers along with onions. I have walnuts that are going to be toasted in it. I have a low fat mozzarella cheese. Now, it's served with pasta. Oh, and I have fresh spinach. Okay, so everything about this is really heart healthy. Now, typically, you serve it with a whole wheat pasta. But this is the Black Tie Experience. So, we're using bow tie pasta today.

Peter Margaritis

Okay, why did I see that coming? I mean that's... But I'm glad you did that because I think before you start cooking, I want you to talk about the Black Tie Experience about that other passion that you have.

Bob Pacanovsky

Well and in the time to sit no pun intended. But think about this when or when you go out to eat, Peter, or you're making food at home. You want to create not just the food itself, but you want to create a wonderful dining experience or enjoy a wonderful dining experience. So, the food has to be quality, just like our customer service has to be quality. Okay, that's the basics. But what are those other little things you're going to do during the course of the timeframe, now we're going to create this memorable experience that you can't wait to tell others about. So, one of those little touches that you're going to provide your guests when you bring people over for a dinner party. It's going to be the wine, the hors d'oeuvres, the table decor, maybe you're going to have a favorite appetizer, or favorite desserts? Well, and because you don't want to have anything to be ordinary, your average. Well, shouldn't our customer service experience be the same? Shouldn't we try to have a consistent customer service experience? Like with cooking, we need to make sure that this dish comes out the same every time. It has to be consistent. It should exceed our expectations. Just like customer service. Now, so and so that's the Black Tie Experience. But here's the key, Peter, this is what I found is I want companies to name it themselves. I mean, I call it Black Tie Experience. But I worked with a company they called the Danebury Difference. Okay? What I have are and again, my cooking metaphor, I have four key ingredients to create this Black Tie recipe on how to achieve this experience where you build your brand ambassadors, your loyal customers. And those are the people that can't wait to tell others about how you've made them feel. So, that's what I'm looking at, and so the Black Tie Experience is creating those expectations that people like, Wow, I can't wait to tell others about this.

Peter Margaritis

Yeah, we all had that wonderful restaurant experience. We've also had that horrible restaurant experience, and even extends out to that. I just as you're talking, I'm going, I just basically had to fire my dentist, because of poor customer service. Now, I'd like the dentist, the office staff had an attitude. And it wasn't a really good attitude. And the way they spoke to me one day, I went, "Uh uh, you just lost a customer." I got the overalls customer service versus the black tie customer service. And I think, you know, it's in every industry. It's everywhere. But we need each and every opportunity to be a black tie.

Bob Pacanovsky

Absolutely. I mean, it's because it's those little things. So, you just gave a great example. So, sometimes it is about this whole thing. So, you know, and who it are for me, Peter, and I think what separates me hopefully from other speakers, trainers is I focus on two key principles in delivering this Black Tie Customer Experience. The first one is service excellence. And I define service excellence is what you know. And then what you do with what you know.

Peter Margaritis

Okay.

Bob Pacanovsky

So, okay, so you know, where as we're going to develop our customer service programs. So, this is what we know. But then what are we going to do with it? How can we get a train our staff, so that we don't have that rude experience. So, it's really creating this level of excellence, which should be here every time. So, it's what we know. And then what we do with what we know. But then the hospitality. This is what people sometimes don't remember. It's the hospitality quotient is how we do it. We can create a great service excellence. But if we're, if we're angry when we do it, or we don't make that, that personal connection, we're losing out on that hospitality touch.

Peter Margaritis

Man, you just took me back to a number years when you and I were having a conversation, and I said, you know when I get in front of audiences, I asked them what business they're in. They say accounting job. They give me the audit, the tax, the consulting, blah, blah, blah. And I keep saying that's a byproduct. The business you're in, you're in the people business. But then you said, Pete, we're in the, yes, we are in the people business, but we're also in the hospitality business. No matter what industry we're in, and bingo, you're always right about that.

Bob Pacanovsky

Well, right and think about this, your product or service is a commodity. Right? I mean, like CPAs, investments, banks, whomever I can get that anywhere. What I can't get is that personal connection of how you're going to make me feel.

Peter Margaritis

Right.

Bob Pacanovsky

And so when we have a great meal and a great dining experience. Gosh, we feel wonderful. Wow, I want to do this again. And so, why not? So let's have some fun. Let's cook.

Peter Margaritis

Okay.

Bob Pacanovsky

And let's talk about how this, this all ties in together.

Peter Margaritis

Okay, this is gonna be fun. All right.

Bob Pacanovsky

Cool. So I'm gonna get started. But before I start, I'm not going to cook. Two things. Here's the first thing I have to do. So while this is my uniform, the black tie. I don't wear this when I cook. Okay?

Peter Margaritis

You how impressive that is that not a clip on tie. That's a tie on tie. I mean.

Bob Pacanovsky

So I'm going to put on my other uniform. Now, let me tell you, for all your audience out there, I'm not a chef, okay? I don't claim to be one. But this is to protect my outfit. Okay, so that I learned how to cook. By, as I said earlier, by watching my chefs. Peter, and it's amazing to me, like you. I mean, I got started out in the restaurant business from Uncle. So, I probably started at age 14, and washing dishes and all that stuff. And just just watching, observing, listening, just, it started to become second nature for me. And I was telling a good friend of mine, or about this, I said, so yeah, you know, I'm not a chef. He said stop right there. In my business, he said you had the final say on every menu item, "Ooo I like that. Ooo. Oh, yes."

Peter Margaritis

I just grab my martini glass. I figured since we have the Black Tie Experience, I might have a little, even though it's 10:25 in the morning, that I have a little Martini with my buddy, Bob.

Bob Pacanovsky

Thank you, I wish I had a one. But I had the final say on every menu item that came out of my restaurants, my catering operations. And so I knew what it meant to have a high quality meal. That tastes good, that looks good. And, and then I just started practicing, which isn't the same. I mean, that's the same with customer service. We have to practice. We have to roleplay.

Peter Margaritis

Right.

Bob Pacanovsky

So, here's what we're gonna do. So, I have four key ingredients of creating the Black Tie Customer Service Experience. The first one is we don't do any cooking with, but it's about building a foundation of hospitality, or creating a culture of welcome. So, in the cooking world, you see all of my ingredients here. I have to make sure that I have all the right ingredients in place prepped out ready to go. And I have to make sure because that's really my foundation of this recipe, are these ingredients. And I have to make sure because I put too much garlic in this. That could be I mean, it tastes great, but it'd be terrible. Or if you don't put enough seasoning in it, it's gonna be very bland or average. And no one likes bland or average food. So, but it's the same with your business. So when I train companies, and I speak at conferences, the first question to ask is, what's the foundation of your company like? Well, Bob our buildings cost? No, no, no. Your culture is your foundation. What is what's your cultural life? And I believe that the key ingredients that make up your culture are core values, vision, mission, purpose, how well do you promote these and live these and walk the walk and talk the talk so everybody in your company is ingrained with these key ingredients. And but then the second part of it is built on hospitality that culture welcome. So, that last key ingredient to your culture are your people. So, what do you do to ingrain your people? Do they feel empowered? Do they feel appreciated, valued? I know we all talk about that. But Peter, you and I both know that number one reason people leave companies typically, is because they're undervalued and underappreciated.

Peter Margaritis

Exactly.

Bob Pacanovsky

Well, so with cooking, you got to make sure you got the right ingredients in place before we start cooking. So, I do because the last thing I want to do is run around, you're like oh my gosh, I forgot the garlic. I forgot the basil. I'm running around here like crazy. And then I just throw something together, and it doesn't turn out.

Peter Margaritis

Right.

Bob Pacanovsky

So, that's Principle Number One. But now we're gonna start cooking with Principle Number Two. And Principle Number Two is about your standards of excellence, creating your standards of excellence. So, I know you can't see this that well, but this here is my standard of excellence for this. This is my recipe, and I gotta follow. So I'm going to..... turn it on. Oh, it when works. Hopefully can see the flame there. Turn on my sautee pan, over the heat or one quick cooking tip. Most people make this mistake is that they will turn the heat on, put the pan on and put the oil in right away and then throw whatever they want in cooking. Well, you're making that or those ingredients do a lot more work. So also heat the pan up first. Then take your oil and let that oil get heated up. Mix it around here.

Peter Margaritis

I like how you measure just like me, "Oh, whatever. Yeah."

Bob Pacanovsky

Well, perfect, but everything else here is.... So or so then when this gets heated up, I'm going to follow my steps of service, which is this is a standard of excellence. My recipe is a standard of excellence, which has to be consistent every single time. So, I'm following my steps over companies, what are your steps of service to create a great customer service experience? From throwing in my squash and zucchini, my peppers and onions, it probably can't hear this, but it's already starting to sizzle. Which is that's what we want, and what that heat to start coming through because it's gonna make the cooking process go a little bit better. So, I'm gonna let that simmer here for a little bit. Now I'm going to put my seasoning in. So, I use a mixture of a sea salt or kosher salt and black pepper. Table salt is for baked potatoes, and corn on the cob. Sea Salt has a much more robust flavor when it comes to cooking. So, calls for about a teaspoon. Making sure I have that correct. I haven't season to taste was about half a teaspoon, teaspoon. Put it in. I'm taking my dried basil. And now let me show you, Peter, or again, this is what I learned from my chefs. Just by watching but so you see chefs do this. But I'm going to mix up my vegetables.

Peter Margaritis

A little extra play going there with that olive oil jumping on the burner. Nice!

Bob Pacanovsky

It's all in the wrist action and all the wrist. But again, the only way that he learned that was by watching my guys cook. So, this is getting mixed up. So, while we're or while this is going on, I, or what I talk to people about is your steps to service. Do your employees know what your steps of service are on how to work with a brand new customer? On how to work with a prospect? On how to work with a loyal customer? And are we evolving are people in the recipe? Because in my business when I had my event and catering business, we had one opportunity to wow our customers. I couldn't go back to Peter, I'm sorry that we ruined your 50th anniversary for your company. You know, the food wasn't good. We didn't follow the recipes the right away. Yeah, it's no big deal right? No, everything had to be consistent because we wanted to exceed those expectations. The only way we can be consistent was by practicing over and over and over. So, that's what we should be doing.

Peter Margaritis

So, you didn't use the Allen Iverson approach. Right?

Bob Pacanovsky

Well, and let me throw this quote at you from Coach K. You know, Coach K?

Peter Margaritis

Yeah, yeah.

Bob Pacanovsky

Here's what he says, "Champions play as they practice. Create a consistency and excellence in all your habits." So, before we get on the floor, got a practice.

Peter Margaritis

Right.

Bob Pacanovsky

One last thing to this recipe on this step is I'm gonna throw in my minced garlic. Now, I turned down my heat to put my garlic in. And I'm going to explain why. The garlic heats up real quick. And if you put garlic on high heat, along with the walnuts, they're gonna burn. And when the worst taste you can have on a dish is burnt garlic. You know, Greek.

Peter Margaritis

Yeah, I mean, there's no, you cannot put it up garlic in a Greek dish for a Greek person.

Bob Pacanovsky

Put the heat down low. I get the walnuts... Can you smell this by the way? I don't know if a computer has those special powers, but trust me it smells incredible.

Peter Margaritis

I wish we were doing this live in your kitchen.

Bob Pacanovsky

I know! Now, here's the last thing. Just a fresh spinach.

Peter Margaritis

Yum.

Bob Pacanovsky

Now, there's only one job that fresh spinach has when you put it to high heat, it wilts.

Peter Margaritis

Right.

Bob Pacanovsky

Thing to do and so you want it to wilt. You can put in as much fresh spinach as you want. It doesn't matter cuz it's gonna turn down enough. But I followed my recipe. How many companies just wing it when it comes to customer service and service training? And then the key with this recipe is we used to go back and revisit it. Six months later. Okay, how is this measure? You know, we have to measure our customer service trade. Do people love this dish from our catering company? No, why not? Oh, he said, it's too much this, not enough that. Okay, let's change the recipe. You know, we have to revisit our trade. And take it so that it's always consistent. So that's step two.

Peter Margaritis

Okay.

Bob Pacanovsky

Now, we move to step three, because we're almost ready to eat. So, that's the big impact, right? Want to make this big impact. So now, my third key ingredient is enhancing the experience through impact points. So, let me tell you, my definition of it, of an impact point is anytime someone comes in contact with your brand before, during or after they make a purchase from you. Now, I put the word purchase in air quotes, because they may not make a purchase based on what they see, hear, touch, feel, or they can leave your business. You just had a great example. The impact point with your dental office was how they treated you.

Peter Margaritis

Right.

Bob Pacanovsky

The subconscious impression in your mind to say, I'm done. I'm going somewhere else. So, this dish needs to make an impact. And so got the heat off, and now I'm going to plate this dish up.

Peter Margaritis

I'm so watching you do all of this, that your questions don't even pop in my head. I'm just thinking this is so cool. But I love the metaphor that you're using here was your four pieces of your business into cooking. I think that's brilliant that you've come up with that during a pandemic that you had this time to sit and think, and how can I do something different that nobody else is doing and tie it into your business?

Bob Pacanovsky

Well, thank you. And I get so excited about talking about this, that I forgot the key ingredient was the pasta. But wait a minute, there's something wrong with this dish here. I'm putting in the pasta now. I pulled my pasta out ahead of time, and now I'm going to heat up that pasta. And...

Peter Margaritis

I was wondering about the pasta.

Bob Pacanovsky

You know, I got all the greens, the orange with a pasta, I mean this, this looks really good. A like I said earlier, it's great tasting for it. So now, I'm ready to do the impact point. So now, I'm going to take this, and I'm gonna create this dish. Now keep in mind that, you know, we did about 7000 events over the course of my career as a caterer and event planner. And I can tell you one thing, Peter, people eat with their eyes first.

Peter Margaritis

Absolutely. That's a very good point.

Bob Pacanovsky

And the same with looking at business. I mean, they were they look at your business, whether it's online, your lobby, your restaurant. So now, here's what we're gonna do. So, I'm gonna add my low fat mozzarella cheese to this. And I'm gonna top it, and I'm gonna bring this up.

Peter Margaritis

Yes, please. The audience, the ones who watch it on YouTube need to see that. Oh my gosh, that looks. And that looks wonderful. And it's like 10:28 right now. So, it's getting close to lunch. I know what I'm doing when we're done. This is making me so hungry. That looks wonderful.

Bob Pacanovsky

Well, thank you. So or so here's how I want to tie this into your business. So, this makes an impact, doesn't it for you?

Peter Margaritis

Right.

Bob Pacanovsky

Well, in your business, what I tell companies is that in this day so far, so you have your culture down. Okay, it's solid. You have your steps of service. You have that recipe. Now, you're now springing into action. So now, what I tell companies is you now have to become a customer in your business. What does your customer see? Hear? Feel? Touch? Taste? What are those impact points? So, there's two types real quick. First one is what I call business branded impact points. Which are everything surrounding your business, your website, marking signage, lobby, conference room, front desk, restrooms.

Peter Margaritis

Oh, yeah. Oh, that is a big one.

Bob Pacanovsky

That's a big one.

Peter Margaritis

Yeah. Yeah.

Bob Pacanovsky

That's the first one. So, we always have to keep looking. Because here's the key, Peter, people, your customers or prospects, if your website doesn't look good, they're not even going to contact you.

Peter Margaritis

Right.

Bob Pacanovsky

You don't even know, you've missed out on that. So, but you can have the most beautiful building, the most beautiful website in the world, but if you're missing the second impact point, which is called

behavior based impact points, you're losing out. And that's a fancy term for your people. So, you can have the best impact points, but now you get someone to like, what? That's not my job. I can't help you. I guess. I don't know. Why we've all been there.

Peter Margaritis

Yeah, yeah.

Bob Pacanovsky

So, how your people look, act, speak, on the phone, in an email, in front of customers, prospects, all these things make a subconscious impact in the minds of a consumer. And so real quick, I have an exercise that I can work with our companies on is called the good/could/should exercise. Go into your business and look at all those impact points, your parking lot. What's your parking lot look like? Is it filthy? Was the front door of your business look like? Those are subconscious. So, write down all the stuff, all the things that you're doing good. Oh, the floors look great, break room looks great. Blah, blah, blah. Great. Let's keep it up. Write down things that could be better. Just really should look at the lighting. Oh, yeah, we could do something with that. Then, oh, my gosh, we really should do something with this, it's our invoicing. It's our signage. It's our website. Make that change, because your customers will see it. And just like you said, you changed your dentist. I'm curious, did you let your dentist know that you're no longer going to be there.

Peter Margaritis

I am going to let him know. I am going to bypass the gatekeepers, and basically write him a letter and old snail mail and address to him.

Bob Pacanovsky

Right. Well, most people don't. What they'll do is they'll say, "Okay, I'm done. I'm going somewhere else." Why did you come back to our business? Eh, I found about somebody else. Thanks.

Peter Margaritis

Yeah.

Bob Pacanovsky

So, that's the third one. Now we're going to be ready to eat here. And I'm not going to eat in front of you, but if I would eat in front of you. This is the fourth point. The fourth key ingredient is taking those customers and transforming them to brand ambassadors. Okay, so you've heard my definition of brand ambassadors. So, what can we tell story of how you make them happy?

Peter Margaritis

Right.

Bob Pacanovsky

So, your brand ambassadors, those are your loyal customers, who are going to stick with you no matter what. How important are loyal customers? I mean, we know the answer. But you know what, Bob, I got to keep going out and getting new customers. Absolutely you do.

Peter Margaritis

Right.

Bob Pacanovsky

However, why not let your loyal customers do the marketing with you. So, there's a study done by a company called the Temkin group. And here's one of the key things that that they said, loyal customers are four times more likely to refer you to their friends, families, associates. Think about that for a second. You take 10 brand ambassadors in your company. Now, brand ambassadors are more demanding, and they shouldn't be because they're loyal. But what would 40 new prospects look like for your business, who by the way, have been pre-qualified because they've already heard the story of you gotta go into this company. So, I asked companies, how many could you close out of 40? 30?

Peter Margaritis

Probably.

Bob Pacanovsky

What would 30 new customers look like, for a business right now?

Peter Margaritis

Yeah.

Bob Pacanovsky

Right. That's the power of brand ambassadors. So, how do you get them to that stage? Because we're Gosh, I got him as a customer. Well, now how do you retain them? Well, there's some concepts that I talked about on how to retain them. Here's a few they'll share. Number one is how do you personalize the experience for them? That'll be personalize it from the business standpoint of of having the CRM or the spreadsheet on how they like their product delivered. How they like their invoicing. Who gets the invoicing. Who is the key contact person, or what time should the product be there, a window, whatever it is, you know, that write it down so that everybody in your team knows that you're personalizing the experience. But then here's the second part of it, is how well do you know them so we can personalize even further? What's their favorite sports team? Like what's your favorite beverage. Do you know the names of their spouse and children and birthday? But here's the black tie. Wait, wait, here's the black tie, you know anybody can send a birthday card. Here's the black tie. You want to go the black tie? Send them a card on the anniversary date that they became a client of yours. Because guess what? They don't know.

Peter Margaritis

Right.

Bob Pacanovsky

That's in the CRM. Hey, Peter. It's been two years today that you became a customer. Thank you. We appreciate your loyalty. Here's your favorite bottle of wine.

Peter Margaritis

Bada boom.

Bob Pacanovsky

That, those are stories that travel farther. And then one more real quick one is how well do you anticipate the needs of your customers? Your what, I mean, everybody, but with your brand ambassadors, you should know them better than they know themselves, about your business. I mean, in our business, I have customers tell me all the time, Peter, 'Oh, Bob, you make it so easy for us. You to take care of all the details. Everybody just is knows exactly what to do. I have no worry when it comes to working with your company.' That's because we anticipated and we were proactive in making sure that every detail was taken care of because the last thing you want to do is the opposite of proactive and be reactive.

Peter Margaritis

Right.

Bob Pacanovsky

Now, I am so sorry that we screwed up your delivery. You know, I saw here that this is what it was supposed to be. But you know, it's Charlie's fault. But Bob, Charlie hasn't worked here for three years. I know. But it's still his fault. You know, because he didn't take it off. Stop apologizing, and anticipate the needs, because anticipatory service, I think is one of the highest levels of service you can offer.

Peter Margaritis

I agree with everything you say, and I believe that but also there's one additional thing that we are human. And we will mess up at some point during their experience. It's that being humble and apologetic and not really blaming anybody. But I'm going to make it right for you. Plus more.

Bob Pacanovsky

Absolutely. Well, because here's the key. So, that goes back to your steps of service, is that your employees know how to work with an unhappy client. Because typically what happens is once somebody gets unhappy, oh, wait a minute, I can't help you. Let me pass the buck somewhere else. That frustrates that customer. Yes. But I agree. 100%. Well, yesterday, I was doing this for an organization yesterday and someone as I talked about that last step. Someone said, finally take quick story. I was at a restaurant. We were at a table. Kind of in the back. We're trying to talk about this this. It was too noisy. I just mentioned something to the waitstaff person. Next thing, you know, the manager comes over moves us. Thank you very much. We're sorry about that. Here's a complimentary bottle of wine for your evening. I didn't have a challenge. No, no, that's okay. That's what we want to do. So, they were empowered to make that decision, because that's okay. Yes, we screwed up. But here's how we're going to make it right.

Peter Margaritis

I know, you probably know this, but it's either the Ritz Carlton or Four Seasons that empower their people where they can make decisions up to \$400 per customer.

Bob Pacanovsky

Well, actually, you know what? The Ritz Carlton.

Peter Margaritis

Okay.

Bob Pacanovsky

But it's not \$400. It's \$2,000.

Peter Margaritis

Oh, Missed it by that much. As Maxwell Smart would say.

Bob Pacanovsky

So, I mean, think about that. So, that goes back to your culture.

Peter Margaritis

Right.

Bob Pacanovsky

Ingrain this culture into your people that they feel empowered and valued to make any customers experience right. No questions asked.

Peter Margaritis

Well, I, I will admit that during my career as a professional speaker, it was all on me. Core performance. I'll just leave it at that. I didn't even send an invoice. I sent an apology. And just I didn't I feel like I earned it. So I wasn't gonna ask for it. I apologize. This is not me. This will never happen again. But what you're talking about this, there's a new product that I'm offering and I'm given a money back plus 10% Guarantee. If they're, if it's not transforming the way they think and it's all around accounting. There's a method I've learned of accounting that can teach anybody accounting in six hours, and they will walk out not you know, deer in the headlights. They'll be going, Oh, that's not my business. And I tried this out on somebody who did not would never ever ever take an accounting course. Not good in math gave me all the reasons that I still give you money back plus 10%. She said, "Okay, I'll sit for six hours and listen to you," and was transformed. So, that I think that's kind of take it to that black tie experience that you believe in the product so much. You believe in what you do that you'll even refund them 100% and add 10% on top of it.

Bob Pacanovsky

I love that for the money back here and see, but I've never heard of the plus 10%. So kudos to you. That's impressive.

Peter Margaritis

Well, how I got there and just blow sunshine up your chef's shirt was that I was thinking about Black Tie Experience. I mean, we've had number conversations on the last four or five years. And I just thought, what if I know that accountant has a bad image. And I know people, I can guarantee the money back.

But you know what? I believe in it. I can do it. And what do the black tie? Let's pump it up to 10% if I can't deliver. Which clearly keeps me on my toes.

Bob Pacanovsky

Absolutely.

Peter Margaritis

Yeah. But that whole thought process of it goes back to you my friend.

Bob Pacanovsky

So, I mean, this is it. I mean, so you know, you want to get to that stage where it's just like culinary, so that the meal. The meal looks great and tastes great. But that the entire experience is something that people will not only remember, but refer or come back to. Hey, but can you make that dish again? That was incredible last time we came over your house, and you had all the, you know, I mean, it was a perfect setting? Well, that's how it should be with our businesses. And I know most of us do a pretty good job at this, but how can we get to that next level of not only meeting expectations, but exceeding them. So, that we now start garnering more brand ambassadors. Because think about this, more brand ambassadors we have and more they do the marketing for us. And if they can refer us to new customers that means we see an increase in revenue, profit, retention, loyalty. And we're not doing the marketing and sales. They are.

Peter Margaritis

Right.

Bob Pacanovsky

Word of mouth is huge. And we get to that by putting these four key ingredients together. Now, why have these four was this is how I put this together in all of my businesses. This is the recipe that we used to create the black tie experience. We didn't call it that back then. But this is what we use to work to really create our loyal customers and, Peter, in the 15 years that I own my event and catering company, I mean, I have customers that were with me for 12, 13, 14, 15 years. And it got to the point where they would make a phone call to say, "Hey, Bob, here's the next event. I trust you. Here's my budget range. You take care of it from there." Because they knew. So, that was a loyal customer. That was that brand ambassador, who by the way that started referring others, like you know what, you got to talk to this guy. I only use this company. That's what it's about.

Peter Margaritis

So, as we wrap up, I'd like you to state what those four ingredients are again, for the audience.

Bob Pacanovsky

So, ingredient number one is developing this foundation of hospitality, creating a culture of welcome. Number two is putting together your standards of excellence or steps of service. For three is enhancing the experience through impact points. And number four is transforming your just satisfied customers to brand ambassadors.

Peter Margaritis

Perfect. And not to let you go until, How can people find you? How can we contact you?

Bob Pacanovsky

Well, one way is if you probably type in the Black Tie Guy is something probably show up but they can reach me through my website. It's my name, BobPacanovsky.com spell it if you'd like or if it'll show up on the...or you know, for audio listeners. It's Pacanovsky. So Bob. So words of Bob Paconovsky.com and email is my name Bob@BobPacanovsky.com and my phone number and I travel the country but I'm in Akron, Ohio with 330-352-6084. Facebook, LinkedIn, Twitter, all those.

Peter Margaritis

So, if you do contact Bob, I would appreciate it if you would let him know that you heard it from this podcast episode. That would be great. Bob, I think I can't thank you enough. I am starving now. I'm going to finish my Martini here. And then I've got my Dunkin Donuts coffee that's going to chase it. So I get through the rest of the day. But it's been a pleasure. I've had more fun than I have on a podcast. I have fun on all my podcasts, but once again you took it to that whole different Black Tie Experience with the whole kitchen and everything. So, thank you very much. I can't wait to sit down and have a conversation face to face without a computer screen.

Bob Pacanovsky

Absolutely Well, thank you. I, you know, I've thoroughly enjoyed this. I want to get back out on to the, to the stage, as I know you do too. This is the next best thing. I am offering this on a virtual en that if people want to do this, and then they can cook right along with me. In their kitchens. We do some team building or training like this. And it's a fun, interactive and by the way, very tasty. Tasty, just something different that beats the same old, same old when it comes to virtual meetings. So hey, yeah, somebody wants to, I would love to be here. I love to cook and be happy to help.

Peter Margaritis

That's awesome. Thank you so very much, and I look forward to catching up with you soon I can't thank Bob for creating the cooking demonstration to demonstrate what it takes to provide that Black Tie Experience. That was so much fun. If you've enjoyed today's episode, please leave a review on Apple podcasts or your favorite podcast platform. Remember to subscribe to and share this podcast episode with a friend. I will conclude this was an improv quote that's fitting for this interview. No one will ever follow you down the street if you carry a banner that says onward towards mediocrity. Stay positive, test negative. Be safe.