



MARKETING

Create a WORLD-CLASS Experience

How to Create a World-Class Experience

In this exercise you will create an 11-Star Experience for your customers. We have provided examples of AirBnB's answers.

What is a 5-Star Experience?

(They answered the door and let you in)

What is a 6-Star Experience?

(They left you wine & candy)

What is a 7-Star Experience?

(They left a surfboard, car, and made dinner reservations)

What is a 10-Star Experience?

(They made me feel like a Rock Star!)

What is an 11-Star Experience?

(Elon Musk took me to space!)
