



Strategic Tale 7.1

(On the customer's perceived value of a product or service)

Plan for a free afternoon

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"Are you kidding me, Victor!" The cinema? Is that the plan you suggest?

"Yes, of course, why are you so surprised?" I answered.

The truth is that I don't quite understand Dave. We have been friends since we went to high school together. We were inseparable. Then, as always happens, life leads each one down a different path, but even so, we continue to keep in touch to meet up from time to time. Yesterday we met after work to have a few beers and plan a free afternoon we have in a couple of weeks.

"Going to the cinema is a hassle and it's also very expensive. How much does it cost now? I haven't been for ages."

"Nine pounds more or less, although it depends on the place."

"I won't spend that much on seeing a film! And if I want to see one, I download it, and on top of that it's free."

"But Dave, it's not the same seeing the film on a big screen as it is on TV. Also, you meet someone, you have a drink afterwards. Come on, you'll have a great time!"

Although the beers were going down a treat on that sunny terrace, I was already beginning to regret meeting Dave instead of making an excuse to call it off. We were still good friends but we had different tastes and opinions about many things. And on top of that, I had to try to agree with him!

"Not a chance! In fact, I have a much better idea," he said with a smile that suggested I could not refuse.

"Let's see, let's have it then!"

"I've got two tickets for the next Champions League match at Highbury. If you fancy it, I can let you have one."

"But you know I don't like football."

"Yes, but it's a one-off opportunity. A friend got them for me at a bargain price."

"What exactly do you call a bargain?" —I was beginning to fear the worst.





"500 pounds each! It's a bargain, man, now you can't find them for less than 800 quid. If you can't afford it right now, I'll lend it to you and you can pay me back whenever you can."

I couldn't believe it. Dave thought the cinema was expensive at ten quid and yet he was willing to pay 500 pounds for a football match. And on top of that, he thought it was a bargain! Seeing is believing...

"And why don't we watch it at your place on TV?" I proposed.

"Victor, it's not the same to watch it at home as going to the stadium. You enjoy the atmosphere, you are with people, and you have a drink after the match. Come on, you'll have a lot more fun," he replied enthusiastically.

"I don't doubt it, but there's no way I'm going to Highbury... Any other plan?"

As Dave just shrugged his shoulders, I insisted.

"I suggest doing something for free, so as not to argue!" I smiled wryly. "How about the British Museum? It's free on Sundays!"

"Oh come on", visit a museum? Not even if you paid me! Get it? Not for all the money in the world!"

Tale date: July 2019

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