



# **Why Shop at the Apple Store?**

**Bob Weder**



# What about Bob?

- Apple owner since December 1, 1978
- High-tech since 1985
- Using a Mac since 1986
- **Apple Store - Palo Alto** Oct 2004 -  
March 2008



# Ground rules

- Ask questions during presentation
- If you don't ask'em, I will...



**Why shop at the Apple  
store?**



# The Whole Store Comes with Every Purchase!



# The People!

- **Friendly - They'll greet you with a smile**
- **Knowledgeable**
- **Helpful**
- **No pressure - Not on commission**
- **Happy to answer questions**



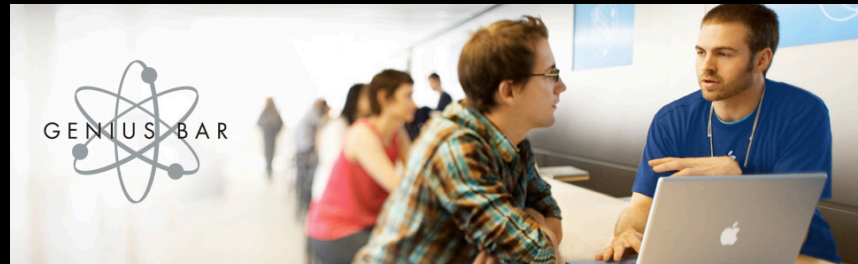
# Touch & Try!

- **Mac Specialists standing by to demonstrate**
- **Two Minute Ride...**
- **Compare different products**



# Genius Bar

- **Friendly technical support - Enjoyable to have a problem!**
- **Schedule an appointment via iPhone/ Web**
- **Free Support!!!**



# Creative Team

- **Friendly technical support - Enjoyable to have a problem!**
- **Schedule an appointment via iPhone/ Web**
- **Free Support!!!**



# Free Setup!

**They'll show you how to use/integrate  
your new Mac/iPod/iPhone/etc at the  
time of purchase**



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## Meet your Mac

*Up to a 90 minute session to introduce you to your new purchase. Especially useful after a data migration and setup.*



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## Personal Setup

*Includes data migration from a PC or Mac and installing any software you purchase from the store.*



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## Personal Training

*Unlimited 1 hour sessions in a group environment plus training on non-Apple software.*



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## Personal Projects

*If you need a larger block of time with a Creative, sign up for a personal project session (up to 2 hours, shared with others).*



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## How Much?

- *\$99 per year*
- *Must sign up at time of purchase*
- *Buy 3 in the beginning, Activate anytime*



# Business Team

- **Dedicated team for businesses and schools**
- **Business Night Presentations - Wednesdays @ 5pm**
- **Personal attention and support**
- **Leases, POs and purchases over the phone/email**



# JointVenture

**Designed for business that want more  
from the store...**

- *Set up your computers*
- *Train your staff (up to 3 two-hour sessions)*
- *Dedicated support (talk to a Genius via phone)*
- *Expedited repairs*
- *Loaner computers*
- *Your own **JointVenture** web page*
- *\$500 for up to 5 Macs (addtl seats \$99)*



**Why shop at the Apple  
store?**



**Because the Whole  
Store Comes with  
Every Purchase!**



# Other Stuff



# Other Stuff

## What to you should know/do before walking into the Apple Store for help:

- *What OS version are you running?*
- *Is our OS up to date?*
- *What computer do you have (have serial number)?*
- *How much RAM do you have?*
- *How big is your hard drive?*
- *Backup your data*
- *Make a Genius Bar appointment in advance*
- *Make detailed notes of your issues/symptoms*



# Other Stuff

**When should I buy? Here are typical Apple release cycles for big ticket items:**

- *iPods in September/October*
- *iPhones in late June (but not this year...)*
- *February - April (in time for Grads/Dads/Moms)*
- *September - October (in time for the holidays)*



Questions?



