

FAREHARBOR

SPARK

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Davis Cutter

Director of Growth Ops, FareHarbor



How Keeping Things **Simple** Leads to Higher Sales

Rapid Fire





*Kuusi
skotice*

*Pisukka
Baha B...*

*Kala
Pisukka*

*Malina
Matti*

*niirka
kukka*

*Mallaa
Piberona*

*Makoni
Pisukka*

Kerasima

*Vaniljone
Kala B...*

*Kukka
Mallaa*

M...

M...

M...

B...

M...

P...

P...

P...

P...



POL

L:
Which jam stand would you stop at?

Option 1

**The stand
with 6 types
of jam**

Option 2

**The stand
with 24
types of jam**



Percentage of People Who Bought a Jar of Jam



30%



3%



Less is more

Customers with more choices

are
10%

less likely to buy

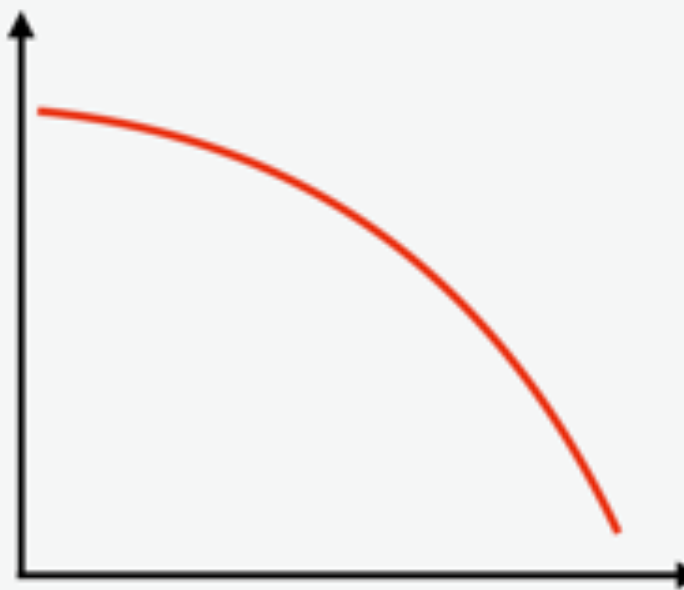
[Keepitusable]



Choice Paralysis

Choice is paralyzing

Ability to choose and act



Number of choices

 keepitusable

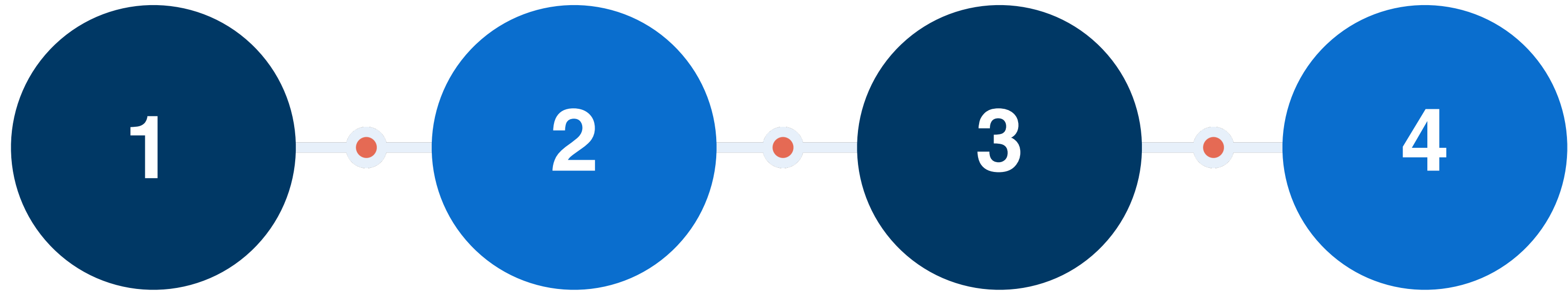
tip:

How many choices do your customers have to make when booking with you? **Map them out.**





“Choices Review” Template



Discovery

How are you differentiating from your competitors?

Activity Choice

Do you have offerings that are similar?

Booking Process

Are there unnecessary add-ons or questions?

Follow-up

Are there decisions involved after the experience?



Create an Experience People Don't Want to Miss

“Loss aversion” can be your secret weapon.
“I can't miss this” is what you want people to think.



How Does FareHarbor Fit In?



How Many Types of Customers Do You Have?

couples

Looking for photos & food

Adventurer(s)

Thrill-seekers

families

Focused on comfort and safety

locals

Repeat customers

Most businesses can fit all customers into 4-5 profiles.
You only need 1 option for each group.



More Options Means *Less*...

It isn't *just* about confusion.
Simplifying things can lower your fixed
costs as a business owner.

- > Cost for You
- > Time to Upkeep
- > Confusion for Customers



Choices Can Pile up

Company A:

2%

Book-form conversion rate

Start time is APPROXIMATE. Your tour guide will text you the morning of the tour to give you your exact pick up time.

Transportation & Contact Info

Pick up location

Please let us know your desired pick up location. Enter the name of the location & full address.

Street Address, City, State, Zip (We take pickup from most San Diego locations, e.g. Carlsbad, La Jolla, Mission Bay, Coronado. If you are outside our pick up area, we will contact you with your closest meeting spot.)

What is the best phone number to reach you on the day of the event?

U.S. cell phone preferred as we will be texting you your pick up time on day of tour.

Are you local? If not, what dates will you be visiting San Diego?

Additional Info

Optional added gratuity

+20% Prepaid Gratuity

(in the amount of \$ or more we reserve your guide gratuity, 20% of the tour price)

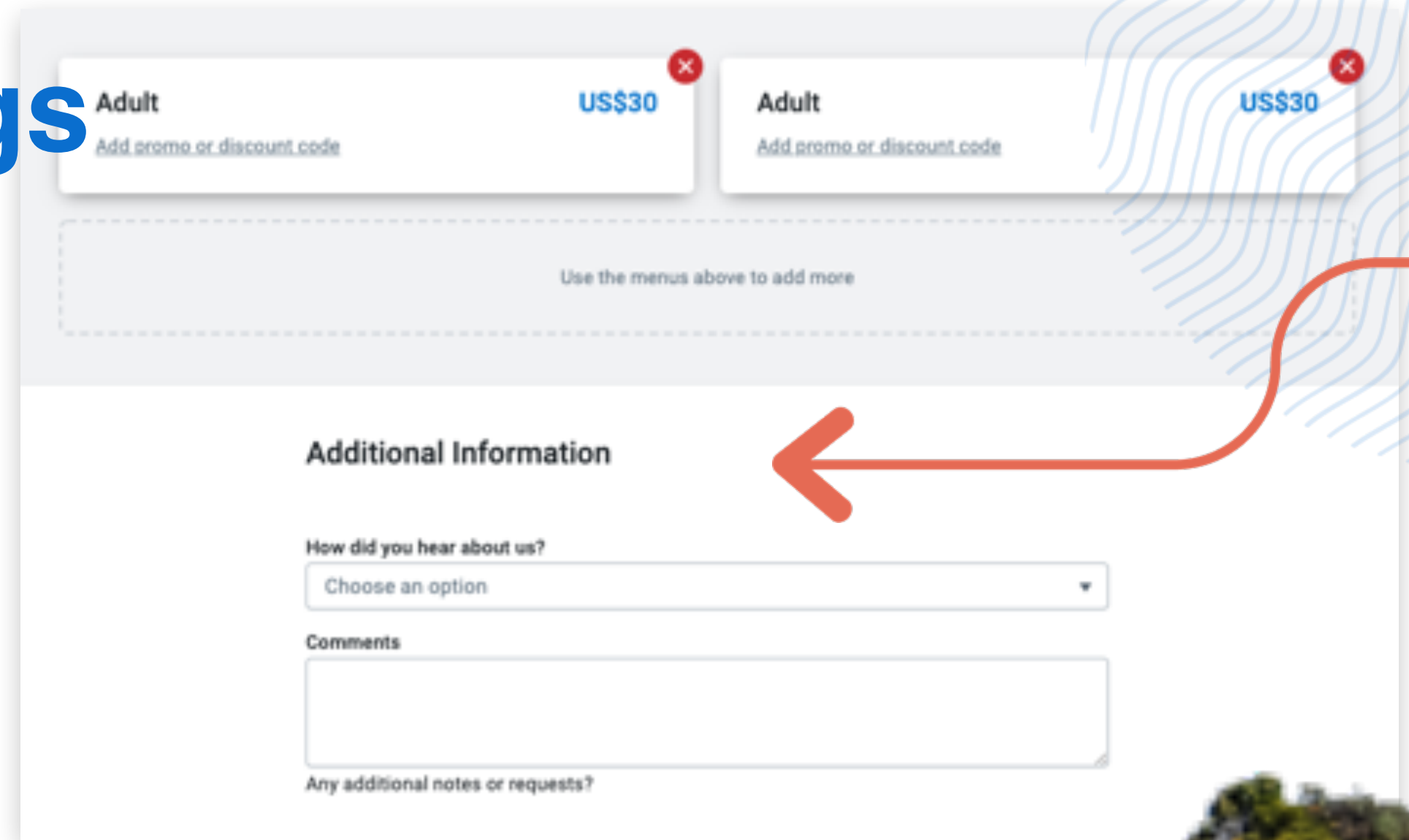


By Reducing Choice, You Get More Bookings

Company B:

26%

**Book-form
conversion rate**



The screenshot shows a booking interface with two 'Adult' tickets, each priced at 'US\$30'. Below the tickets is a dashed box containing the text 'Use the menus above to add more'. The 'Additional Information' section includes a dropdown menu for 'How did you hear about us?' with the option 'Choose an option' selected, a text area for 'Comments', and a label 'Any additional notes or requests?'. A red arrow points from the right side of the image towards the 'Additional Information' section.



POL

L:
In the past 3 years, have you added or taken away offerings?

Option 1

Added more offerings

Option 2

Removed offerings






My Challenge



For you today

Remove something from your business to make it simpler.



We'd love to hear what it is – Tweet

@fareharbor



Thank You 

