

Inside the LAB

POTTY TALK

**Sometimes the thing that drives
the sale isn't what youre selling.**



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MARKETING

Kwik Trip

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Kwik Trip built its reputation on great food.

BUT ONE OF ITS FOUNDERS OBSESSED OVER SOMETHING ELSE...



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Cleanest. Restrooms.
Ever.

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How and why Kwik Trip keeps its restrooms sparkling

By *Sarah H. Olson* on *Aug. 11, 2015*

CLEAN BATHROOMS.

OAKESIDE, WISCONSIN—Each week, a million

people visit the restroom at a Kwik Trip convenience store.

And chances are, in the vast majority of these visits—say

96.1%—they find a clean restroom.

**He said a dirty bathroom can
change how a customer feels
about the food.**



That might be a tough claim for many retailers to document, but not for La Crosse, Wis.-based Kwik Trip Inc., which has 450 sites in Wisconsin, Minnesota and Iowa. For one,

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EVERY BUSINESS HAS A “BATHROOM.”

The dressing room.

The checkout process.

The person answering the phone.

Something outside of your product that can quietly determine whether someone buys .



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WHAT'S THE “BATHROOM” IN YOUR BUSINESS?

The thing that doesn't directly generate revenue, but might determine whether your customer buys.

What's your “bathroom?” Drop it in the comments.



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