
THE DOMINO EFFECT

How to Grow Sales, Profits, and Market Share through Super Vision

Donald J. Vlcek, Jr. and Jeffrey P. Davidson

About the Authors...

Donald J. Vlcek, Jr. is credited with transforming Domino's Pizza Distribution Corp. from a liability into one of Domino's Pizza Inc.'s most valuable assets.

Appointed president in 1978, Vlcek faced the challenge of heading a company that suffered \$330,000 in losses the year before he arrived.

Vlcek's leadership and determination quickly reversed the trend. He has guided the firm to its current standing as the world's largest pizza distribution company. Over an 11-year period, starting from when Distribution was established as a separate entity, Vlcek and his team have limited their price increases to 1.9 percent—not annually, but over 11 years. During the same period, national prices on pizza supplies and ingredients rose by 33 percent, and the consumer price index rose by 89 percent.

Also, during the 1980s, Domino's Pizza, Inc. grew by an average of 45 percent annually. During the same period, Distribution grew by an average of 75 percent annually. When Domino's Pizza consisted of a grand total of 144 stores, Distribution was supplying 62 percent of them. Today, with more than 5,300 stores nationwide, they continually capture about 95 percent of the market. Franchise stores remain free to buy their products from any source they choose.

Jeffrey P. Davidson is the award-winning author of 19 books, including *Marketing to Home Based Businesses* (Business One Irwin), *Breathing Space: Living and Working at a Comfortable Pace in a Sped-Up Society* (MasterMedia), *Marketing for the Home-Based Business* (Bob Adams, Inc.), *Marketing Your Consulting and Professional Services* and *Marketing on a Shoestring* (Wiley). His books have been translated into six languages and have been selected by book clubs 12 times.

Domino's Pizza is more than a tasty midnight snack for college students. Underneath the layers of cheese and sauce is a powerhouse operation that revolutionized distribution systems. Every major national newspaper, including periodicals like *The New York Times*, *Washington Post*, *The Wall Street Journal*, *Business Week*, *Forbes*, and *Fortune* have chronicled Domino's Pizza Inc.'s meteoric rise. Called the "secret weapon" by Tom Monaghan, chairman and founder of Domino's Pizza, the distribution system has been vital to the company's success. Donald J. Vlcek is the man leading Domino's Pizza Distribution Corp. His method, called Super Vision, is a 7-step system of leadership that guides

employees toward company objectives by respecting the natural instinct in each person to improve. The system is a unique mission-based approach that provides automatic rewards for performance and includes action plans, decentralization, and empowerment.

Super Vision is a shining beacon for leaders everywhere. Following these unique leadership ideas will transform your organization into a leaner, more competitive operation. *The Domino Effect* shows you how.

Written from the perspective of the CEO who led the fastest growing large U.S. company in the 1980s, this insightful resource is a fresh approach that shows the actual implementation of successful principles, not just theories.

You'll understand how to inspire the innovation and energy of employees while keeping them focused on the company mission. The authors take a hands-on approach and show how to:

- Develop a meaningful mission statement that addresses the needs of every person your organization touches.
- Make your mission come alive with every employee in every facet of your operation.
- Transform your supervisors into Super Visioners who provide employees with the vision, tools, and freedom vital to success.

The Domino Effect details the proven techniques Domino's used to hit annual growth rates as high as 102 percent. The authors' behind-the-scenes look reveals how virtually any company can efficiently provide products and service to improve end-user satisfaction.

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