



Partners In Profit, Inc.

Helping Small Businesses Grow Big



We create programs to increase customer satisfaction, retention, repeat customer spending, & build goodwill.

With the right information about your customers, you will increase your business and your profits.

In business, it is always **critically** important to know what your customer's and your potential customer's needs and wants really are. Your customers make their purchasing decisions based on who best fills **their** needs and **their** wants. Since everyone is different, you need to decide **exactly** what your target market is, and then work extremely hard, and, **smart** to best fill their needs and wants.

Partners In Profit will help you **pinpoint** exactly what the needs and desires of your chosen target market are. Without guesswork! Helping you maximize your efforts and resources. Helping you work **smarter**.

Does Partners In Profit do more than just help me ask my customers questions?

There are three steps in a **Partners In Profit** Customer Relationship Marketing (**CRM**) program.

Find 1.) We help you gather your customer's information and their feedback on general and on specific issues.

Save 2.) We help you store this information in a way that makes it easy to use it to promote yourself to your customers.

Use 3.) We help you use this information to promote yourself to your customers in ways that increase your profits.

What types of information can Partners In Profit help me find out about from my customers?

We help you find out the important basic information of exactly who your customers are, and what they purchased from you. In addition, you might want to find out additional valuable information. How do you find out information about your customers? Just ask them! Your customers will be glad to tell you exactly what they want.

We are sure you have your own ideas already about what other information is valuable to you. You know your business! Tell us, and we will help you **find**, **save**, and **use** that information.

How does Partners In Profit help me do this?

You decide what information you want from your customers, we help you gather and use that information to fit your business needs and your budget. Sometimes you already have all the information you need, you just need help gathering it into a format that lets you easily use it. We will help you do that.

With your input, we create the simple customer information cards and databases. There are many ways to get the customer to fill out the cards. Contests, customer satisfaction surveys and incentive and rewards programs. Often simply telling the customer about an incentive program or the potential of obtaining free merchandise or services is enough incentive to get them to gladly give you the information. Who doesn't like the word **free**? And if a few wish not to participate, that is just fine too. They are the customer.

After the information is filled out using simple pen and paper, the information is entered into the databases designed for your specific program. We can host the databases on our equipment, or set it up on yours. You can take care of the data entry, or we can. You can make use of as much or as little technology as you are comfortable with.

If you want to do mailings, we can handle the mailings completely for you, or you can do it completely yourself. Or, anywhere in between. The choice is yours. We will design the complete solution to meet **your** needs and budget.

How do I Turn a Birthday, Anniversary or the holidays into a profit opportunity?

Keeping track of customer information can not only help build goodwill, but can also be used to increase profits. Offer small gift certificates towards your company's services as presents. Sized right, the customer often will use extra services and spend enough extra to make you a healthy profit, while making the customer feel good about your company and how much you value them. We would be glad to work with you to create examples of how this program could work for you specifically, risk free.

Tailor Ad campaigns to specific customer groups.

If you have enough information about your customers, and have it available in ways that let you easily divide your customer base into special groups with similar interests and needs, you can selectively make offers that target just the right customers for that special offer. Make the offer to them and tell them that this offer is a special price, only for special selective customers like themselves. Contact us, tell us about **your** business, and we will offer you examples of programs to meet your needs and budget.

Now that you know what **Partners In Profit** will do for you, and how we will help you increase your profits, customer retention, goodwill and customer satisfaction. ...Why wait?

Call us Today and set up your first Free consultation !

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