



Partners In Profit

Affordable CRM Solutions For *your* Business



With the right information about your guests, you can increase your business and your profits.

Partners In Profit provides you with the tools to help you find out what your guests want and then help you bring them back for repeat visits.

We all know “*word of mouth*” is the best advertising tool there is. If you treat your guests right they will be working hard for you. Partners In Profit is here to help you better harness “*word of mouth*” to grow your business and increase your profits.

Chances are you already collect contact information on your guests, why not collect a little more to allow you to market to your guests to encourage repeat visits. Information like birthdays and anniversaries

Birthdays and Anniversaries –

This information can be very important depending on the type of lodging establishment you operate. Bed & Breakfast, lodges, and specialty lodging establishments that cater to couples can use this information to dramatically increase repeat business. If you keep track of the date of the first visit you can send them an “anniversary visit” promotion the same time next year.

A couple’s anniversary provides an exceptional opportunity for you to bring the **satisfied guests** back for a repeat visit. And the potential can be further enhanced by a partnership with a local restaurateur, florist or attraction. Bundling that visit with a special dinner, a fresh cut floral bouquet in the room, or a night of entertainment will enhance their enjoyment and your profits.

A couple provides you not one, but two repeat visit birthday opportunities a year. Again, bundling something extra in cooperation with other local businesses provides a greater profit opportunity. How about a birthday cake, a romantic catered dinner for two in their room.

Grouping guests according to interests for cost effective targeted marketing

Your guest information can be grouped geographically to help you market smarter. A guest a short drive away will respond to your repeat visit incentives and programs much differently than one who lives 1000 miles away. We help you target your programs on the audience that is most likely to respond to the specific offer, not wasting valuable resources on the other groups. You can design different programs for the specific geographic groups, and classify guests by specific groups like couples, tourists, casual travelers and business travelers.

Dealing with business travelers rather than couples and tourists?

We help you identify the business traveler by their frequency patterns and length of their stays. Knowing that a businessperson frequents the area periodically and the average length of their stay can help you design marketing plans to best target them profitably.

We can help you design and administer frequent guest programs that reward repeat visits.

We help you find out:

- **What your guests want.**
- **Why they chose your establishment**
- **What they liked about their stay**
- **How you could have made their stay even more enjoyable**

(OVER)

Keep your business in front of your guests with informative newsletters, special promotions, event invitations and more. We help you gather, store and use the information on your guests. We help you set up a program that meets your needs and your budget. It's **your** decision. We work with you to help you:

- Decide what methods work best for your specific needs and budget
- Choose what information you need to collect
- Decide what rewards and incentives you want to offer

You may already have the information you need, you may just not have it stored in a manner that makes it easy for you to use it. After learning about your needs and guided by your input Partners In Profit will:

- ◆ Create “easy customer information cards” and databases
- ◆ Store and use your customer information to increase your business and your profits

There are many ways to get the guest to fill out the cards:

- Contests or satisfaction surveys
- Just telling the customer about the frequent guest rewards program is often enough of an incentive
- 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 Partners In Profit does the rest, we:

- ◆ Pick up the cards
- ◆ Enter the information into the databases designed for your specific program
- ◆ Host the databases on our equipment
- ◆ If you choose, your database can automatically use inexpensive e-mail to save you money and only send mail to those who don't have e-mail
- ◆ Handle the mailings completely for you, or deliver you the prepared mailing and you simply add postage

Once the program is up and running, we take care of all the worries and hassles so you can concentrate on all those other things you need to do to make your establishment the best it can be.

The choice is yours, we will design the complete solution to meet your needs and desires.

Programs to increase length of visit and reward guest referrals

We design programs to reward your guests and get them working harder for you, motivating them to bring in more guests. We help you design programs to increase occupancy in those slower transitional periods between peak season and off season. Have a slow season? Did your guests visit during the higher priced busy season? Armed with this information, you can offer your guests another visit at lower “special off season rates”. If they **liked** their first visit, they will **love** a second visit at significantly lower price. Promote special events happening in your area, or create your own to increase traffic in those “slow times”. These programs can often be the least expensive and most rewarding to your bottom line.

We at **Partners In Profit, Inc.** want to provide you with the type of services your big chain competitors have without the big chain costs and fees.

Please Call Us Today for a free, no obligation consultation.

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