



Partners In Profit



Increase customer satisfaction, retention, repeat spending & build goodwill.

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.

Keep your business in front of your customers with informative newsletters, special promotions, event invitations, coupons and more. 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 customer to fill out the cards:

- Contests or satisfaction surveys
- Just telling the customer about the benefits to them of your 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

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

We all know how bridal registry programs work. We can help you create similar programs that fit your business and your customers. Send hints to families of your customers about that gift you sell that they *really* want for birthdays and holidays.

Instead of another tie for Father's Day, wouldn't he rather get that new XI5 golf club he is drooling over at your store? Or maybe you might suggest a gift of those great (and **high** profit) golf balls or other accessories you sell that are available at a special price with that letter only. Contact us risk free, and we will create examples tailored to *your* business and your specific offerings.

Tailor Ad campaigns to specific customer groups.

Do you sell any collectibles? If you do, we can help you contact your customer with that new “must have” item. Sell sporting goods? Let your customer know when that latest and greatest driver with a new design comes out that will cut 10 strokes their game. Sell clothing or fashion accessories? Let your customer know about that hot new item you just received that everyone is absolutely **buzzing** about, and at a special price only for special selective customers like themselves.

Phone: Florida **(772) 675 - 3149** New York **(716) 597 - 6203**

(888) - 853 - 8708 partnersinprofit.biz info@partnersinprofit.biz