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Reading, Riting and Rithmatic... The traditional 3 R's of the education process. Simple and time-tested. Effective marketing in the remodeling business can be quite simple too...although in this case there are 4 R's...Radius, Rehash, Repeat and Referrals and they can be potent weapons in your company's quest to dominate your market.

I'm sure the "R" terminology sounds quite familiar to you. In fact, you may be saying to yourself, "there is nothing new here" and may even be thinking that continuing to read this report would be a waste of your time. **HANG IN THERE!** Although these concepts are NOT new, very FEW companies ever exploit their value anywhere near potential, and the opportunity for companies who do is staggering. In this report, we will not only discuss these proven "strategies", we will preview numerous "tactics" designed to help achieve these strategies.

Marketing Weapon #1 – Radius Marketing

How would you like to get another job for every job you complete? Let's take a look at one of the most powerful ways to generate super high quality leads at a ridiculously low cost...RADIUS MARKETING!

Q: *Who is the ideal prospect to try to attract to sell your product or service to?*

A: Someone who looks just like your last customer!

WOW! THAT MAKES SENSE!

The best place to find this prospect is right next door to your last customer. After all, the fact that you are already working in the neighborhood adds credibility to your company. But beyond that, neighborhoods tend to be homogenous in nature. Homes are of similar age and value and the people who live there tend to have similar earnings and needs. On top of this, you got the “keep up with the Jones” thing going on.



I KNOW, I KNOW. YOU HAVE ALREADY THOUGHT OF THIS.

However, chances are you never really consistently implemented a complete radius marketing program. At best you may have done a couple mailers or dropped off some door hangers around a few jobs, experienced so-so results and gave it up. Well, effective radius marketing is a process involving 4 simple steps that, if followed, can **result in at least another sale for every sale you get!**

1. The Pre-Job Mailer

Studies show that the average person needs to be exposed to an advertisement 3+ times before they even THINK of responding. With this in mind, we begin our process with a pre-job mailer that goes out to the closest 100-150 homes in the area encouraging them to “watch for us” at their neighbors. A simple postcard (*see example at right*) announcing your new upcoming job in the area does a great job of making this initial contact. Simple and to the point. Simple-to-use software programs such as Market\$sharp are available to make this activity a breeze.

[click for example](#)



(Or see page 17)

2. Jobsite Presence



Yard signs are very important in successful radius marketing. They, a) allow the neighboring homeowners to learn about the project, b) build name awareness, and, c) reinforce your other advertising.

Inform your new customer that you would like to use a yard sign as a way to identify their home for delivery people and your staff. Also tell them that a) they live in a great neighborhood, b) you would like to get more business in the neighborhood and c) the yard sign may help you gain the attention of the neighbors.

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Finally, let them know that if anyone decides to do business with you from seeing the sign, you will compensate them with something of value (cash, dinner, show tickets, etc.) Not only will you find your customer to be agreeable to allowing your sign, but you will also find them actively involved in promoting your company since they now have something to gain by it!

You may want to consider reinforcing your job sign presence with a second mailer acknowledging that the project is in progress (*see example at right*).

[click for example](#)



(Or see page 18)

3. The Post-Job Mailer

[click for example](#)



(Or see page 19)

This mailer acts as your 3rd exposure to your prospects. It goes out to the same 100-150 homes that you sent your pre-job mailer to. Again, this mailer can be a simple postcard however many remodelers have great success with a personal letter.

It should encourage the prospect to look for the job sign and talk with your new customer about their new windows, siding, etc. To be most effective, this mailer should also have a time sensitive special offer to encourage the prospect to act NOW.

4. The Phone Follow-Up Call or Canvass

Although some homeowners will call after receiving your mailers, you will dramatically increase your results with a soft phone follow-up call (be sure to comply with state or local Do-not-call laws) shortly after your last mailer arrives or a simple visit to their door with a door hanger (see example at left). This follow-up contact is VERY laid back simply referencing the job, the neighbors and your mailers. You should then inform the homeowner that someone from your staff is going to be at the site on a certain day and time and would it be convenient to have him or her drop by?

[click for example](#)



(Or see page 20)



Remember, that you do not want to ask if they would like to have them over in a 'yes or no' format. Just give them a couple of times that the rep is available and ask which time works for them. You will get a lot more appointments that way.

So, that's it. A recent survey done by **Better Homes and Garden Magazine** revealed that "Saw Similar Job by the Company" was the **second biggest reason purchasers of remodeling projects decided on their contractor** to do their project. Turn your jobs into "focal point" events. It seems to make sense to make sure the neighbors are fully aware of the project and most importantly WHO is doing the project. Be sure you equip yourself with the tools you need **such as Market\$sharp** to help you consistently and effectively implement Radius Marketing campaigns. Details on how to get more information on this powerful tool will follow in this report.

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Marketing Weapon #2 – Rehash Marketing

Looking for the easiest way to increase your business by up to 67%?



The answer? Recycle!!!

Let me explain...

Consider how a carpet factory works. Raw materials go into one end of that factory, the manufacturing process takes place, and the final product comes out the other end of the factory. This “final product” ends up being two things...nice finished, beautiful carpeting, and waste (or scrap). This “waste” is commonly known as a “remnant” in the carpet industry. These remnants are NOT simply thrown away and discarded. They develop complete marketing programs around the sale of their “remnants”. In fact, the revenue generated from selling remnants can make the difference between being profitable or not!

What about your business?

Your “raw material” is people. Your “factory” is your presentation process. Averages show that for every 10 leads ran, by industry average, you’ll close approximately three (or 30%) right away. This leaves seven maybes or “remnants” if you will. Unfortunately, too many of us don't do a very good job following up on these seven. Well, listen up! According to statistics, 60% of these seven (the maybes) will end up purchasing a similar project **from someone** within one year. That ‘someone’ needs to be YOU!

THAT IS 4.2 ADDITIONAL SALES! Will your company get them all? Of course not. But, with proper follow-up techniques, you could probably acquire two additional sales from these maybes. Do you realize that you have just increased your business 67% without having to generate a new lead! You are now getting **five sales for every 10 leads you generate instead of three**. Now that's making good use of your “remnants”!

[click for example](#)



The Key To Effective Rehash Is Simple...Timing and Frequency!

(Or see page 21)

So just how are we going to get our share of this “extra” business? Simply put...Effective Rehash. Let's define...

Word:	re-hash
Pronunciation:	rE-'hash
Function:	transitive verb
Date:	circa 1822
Definition:	1: to talk over or discuss again 2: to present or use again in another form without substantial change or improvement 3. Translation – Simply put, to follow-up on unsold leads!

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So let's review. We ran 10 leads, seven of which didn't buy. 4.2 of these seven will buy from someone within a year. The question is...when?

The answer...**when the timing gets right!** That could be anywhere from one day to one year. Our mission is to simply "be there" with the appropriate marketing message at the right time. Too often, many of us just take one more shot at the person and if that fails, we just give up and move on. Implementing a systematic follow-up program will maximize your Rehash business and your profits. There are two phases to proper post presentation follow-up...

Phase One - Immediate Post Presentation Follow-up

This first attempt at rehash is critical. You've made your presentation. The homeowner has told they want to "think it over" or "get some other estimates". In many cases the next 1 to 3 days will determine your chances of getting this sale. We need to do something to try to move this lead "off the fence" and reconsider our offer.

Develop a routine to follow-up on every lead you run that doesn't close with the appropriate follow-up procedure. This usually will consist of a follow-up letter followed by a phone call. Some examples of Immediate Post Presentation Follow-up include...

- **Lead Follow-up Basic** - This letter is just a basic follow-up letter thanking the homeowner for taking the time to discuss the project. This is very non-threatening and is designed to simply get you in front of the lead once again. For added impact, be sure to try to include something personal in the letter (i.e. road construction in the neighborhood, their son's football game, etc.). Often, this added marketing impression would cause your prospect to 'rethink' the project and move the homeowner closer to a decision.
- **Lead Follow-up Special Offer** - Similar to above except the letter includes a product related offer with an expiration date (i.e. free carpeting with sunroom, free designer glass with bay window (see example to the right), free insulation with siding, etc.)
- **Power Proposal** - This follow-up strategy not only includes one of the above letters, but also includes a very professionally printed proposal re-presenting your offering. This is a big confidence and trust builder and if constructed properly will continue to sell in your absence.
- **Lead Survey** - This follow-up combines a thank you letter with a post presentation survey. The purpose of this survey is to find out how the salesperson did AND why the homeowner didn't proceed (although it doesn't ask the question directly). Carefully crafted questions can accomplish this. With this information, your follow-up phone call can zero in on their objections and move your prospects to a decision.



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Phase Two - Periodic “Impending Event” Promotions

Throughout the course of the year we can create numerous marketing events to keep your message in front of the “maybes” in your lead file. To be most effective, these marketing campaigns should revolve around some event tied to a timed deadline.

Action Step: Strategically plan out three or four additional promotions per year followed with a phone call to all your unsold leads. The following are some examples of Periodic Impending Event Promotions to unsold leads...

- **Second Chance Letters** - This letter simply references the past appointment you had with the lead, reiterates the benefits and commits to holding the price you discussed for a short period. The purpose is to simply keep your name in front of these unsold leads. One remodeler used this concept with 800 of their past unsold leads and it resulted in 62 new sales! Now THAT is a low lead cost.

[click for example](#)



(Or see page 23)

- **Price Increase Notice** - This is obvious. Avoiding a price increase has been and always will be an effective inducement to move unsold leads “off the fence”. This can be done simply with a postcard (see example at left) or it could be in the form of a letter that may include a copy of the price increase notice from your supplier. Following with a soft phone call will greatly enhance your results.

[click for example](#)



(Or see page 24)

- **Product Specific Events** - This mailer can be a letter or postcard that speaks about a specific product line and offers some incentive to act now. Examples could be a rebate on a bay/bow window, free Low-E glass on windows, free insulation on a siding job, etc (See example at right). Many times these are “factory sponsored” incentives for a limited time. Again, a reprint from your supplier describing the offer adds credibility to your promotion.

Rehash - An Event Or A Process?

Your unsold leads are a fantastic source of new business. To be most effective, your Rehash program has to be much more than a singular event. It should be an ongoing process that recognizes the importance of proper timing and frequency with your marketing efforts.

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Marketing Weapon #3 – Referral Marketing

THINK ABOUT THIS FOR A MINUTE!

When you need to find an attorney, an accountant, a car repair shop, or a dentist, do you turn to the Yellow Pages immediately? Probably not. Don't you usually ask a few friends first? Why? Because you'd rather not "buy cold". You'd rather be referred. Well, what about YOUR business...remodeling? Look at this...

In a survey done by **Better Homes & Garden Magazine** of 5152 purchasers of remodeling projects, the following was revealed...



When these purchasers were asked HOW they located and WHY they selected one contractor over another, overwhelmingly they cited "recommendation from a friend, neighbor or relative" as the #1 reason!

WOW! Looks like CONSUMERS take referrals seriously! Maybe it's time we do too! You see buyers prefer not to buy cold. There's more tension. There's more risk. I'm not saying that cold calls never work. However, it's getting harder to reach people with them, and cold calling can lead to early burnout if it's your only prospecting strategy. The fact is, referral leads are consistently your lowest cost, highest quality leads.

WHAT IS "REFERRAL MARKETING"?

Referral marketing can be as simple as having your salespeople ask for a referral. But to truly be effective, your company should implement a "referral process" that maximizes your referral generating opportunities. Basically, there are two different types of referrals...

- 1. Implied Referrals** - Implied referrals are simply some sort of "third party" or implied recommendation of your company. An example of this includes the use of testimonials such as an "Another Satisfied Customer" form (see example at right). This makes a GREAT "third party" reference to your company. Equip your sales staff with a 'book' of these testimonials and let the homeowner browse it while the salesperson is pricing the job. Something "magic" happens when your prospect sees an unbiased homeowner say nice things about your company. If you don't use them, you are missing out. Another example of an implied referral is the implementation of Radius Marketing. Doing a mailing around a satisfied customer "implies" their approval and stimulates confidence in your new prospects. As we have already discussed, Radius Marketing can help you "Get another job for every job you complete!"

[click for example](#)



(Or see page 25)

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2. Direct Referrals - Direct referrals are just that...a direct recommendation of a prospect to your company. This can happen in three different ways...

- **By Accident** - Someone offers you a referral just out of the “goodness of his or her heart”. You did NOTHING to stimulate this. Not very common, but it DOES happen. Take these and consider yourself lucky.
- **Salesperson Solicited Referrals** – These referrals come from your salespeople. Some salespeople are very good at acquiring referrals, most aren't. For that reason we feel you should supplement their efforts with...
- **Marketing Solicited Referrals** - Your marketing department generates these referrals. A systematic process of constant communication with each and every one of your customers will supply you with a steady stream of referrals. An example would be a automatic system that creates and mails incentive based, postage paid referral cards to each of your customers (see example).

[click for example](#)



(Or see page 26)

Maximizing referrals is NOT complicated but it does take some planning and some effort. The following four steps are critical to referral marketing success...

Step 1: Exceed Your Customers Expectations!

Can you think of a situation where a company or product FAR exceeded your expectations? Did you tell others about it? Possibly drum up some more business for them as a “thank-you”? How do your customers say "thank you" to you? Same way! By coming back for more and by referring others to you. This is a top priority in developing referrals, because without it, the process never gets off the ground. You must continuously serve your customers well. Enough companies are providing such great service these days that the service you provide will be measured by what your customers know you are capable of.

In his classic, 'How to Sell Anything to Anybody', Joe Girard says, "I look at every customer as if he (she) is going to be like an annuity to me for the rest of my life. So they have to be happy. They have to believe in me." The Guinness Book of World Records calls Joe Girard the world's greatest salesman. He claims to have sold more cars than anyone else, ever. He adds, "If you think the sale ends when, like they say in the car business, you see the customer's taillights, you're going to lose more sales than you ever dreamed of. But if you understand how selling can be a continuing process that never ends, then you're going to make it to the big time."

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The point is that the “Lifetime” value of loyal customers is not just their repeat business over time, with better profits (although that's important). It's also their ability to connect you with whom they know and whom they can lead you to. Never forget that every customer has the ability to lead you to other customers.

Step 2: Develop A Referral Mindset!

Having a referral mindset means that you have accepted the notion that one of the most cost-effective ways of generating low cost, high quality leads is by using referrals. Referrals are not just something nice that happens every now and then; they can be one of your primary methods for acquiring and selling new prospects. When you truly adopt a referral mindset, everything you do in the selling process will contribute toward building your referral lead inventory.



Referral selling is not just a bunch of techniques; it's a way to build a business and a successful company. The techniques merely support your mindset of building your business in this manner.

You can look at referral selling from at least three angles:

1. You serve people well, and occasionally they provide you with referrals. Somewhat effective, but not proactive enough.
2. You ask for referrals when you think about it, when it "feels right" to ask. More effective, but still not proactive enough.
3. You create a mindset that says, "We work from referrals. We are going to achieve sustained success by serving people so well that when we ask for referrals, they are happy to give them to us". This mindset needs to be company wide.

To get truly good at obtaining a constant source of referrals, you have to make it a habit and a process. You can't just do it when you think about it.

Step 3: Ask Ask Ask!

This is the easiest part but also the most neglected. Simply ASK for referrals. Train your salespeople on how to properly ask for referrals just like you train them on product knowledge or closing. Provide them with a sheet designed to collect names from their new customers. Motivate them with some incentive for generating referral leads.

From the marketing side, be sure to generate referrals through the consistent use of the referral cards described above. In addition, be sure to do radius mailers around your jobs. Consider an annual “referral promotion” to all your past

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customers. Make “Referral” generation an integral part of your “Lead” generation program.

Step 4: Follow-Through With Your Referrals AND your ReferrERS!

This seems obvious but can't be taken for granted. Your proper follow-up and conversion to a customer will result in something very special...

...ANOTHER SATISFIED CUSTOMER who is prone to offer you MORE referrals. It begins to snowball. Be sure to report back to your referral source updating them on what happened. In addition, “compensate” your “new salesperson” with an appropriate reward to keep them motivated and keep the referrals coming!



TAP INTO THIS GOLDMINE

Referral marketing is also more than just a series of techniques. Referral marketing is a philosophy; a way of doing business, a mindset that has building relationships at its core. Create relationships, create true business friendships, and each side of the partnership will continually work to serve the other. Do your company a favor and take referral marketing seriously. Plan a staff wide meeting today to brainstorm and begin implementing your referral-marketing program. Tools like Market\$sharp can make it very easy to be assured that consistent referral generating activity is taking place in your business.

It is truly worth the effort.

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Marketing Weapon #4 – Repeat Marketing

In our final “Big R” we will examine how to acquire customers that keep coming back for more and more. Did you know that it costs 5 to 7 times MORE to acquire a NEW customer than it does to resell a past customer? Don't you just love it when a past customer calls you and says “come on out, we're ready for more”! An automatic sale right? Easy business! Our goal should be to do EVERYTHING we can to turn a one-time sale into a lifetime relationship guaranteeing future revenue from each and every customer.

To accomplish this, “Customers For Life” needs to become much more than a buzzword in your office. It has to become a company philosophy practiced each and every day by your policies, systems AND employees. There are four basic steps to maximize your repeat business...

Step One - Satisfy Your Customers

This SHOULD NOT even have to be mentioned. But, listen to this! According to a recent survey, today's contractors totally satisfy consumers less than 30% of the time! Furthermore, only 4% of all consumers with problems complain. But, the average person with a problem eventually tells 9 other people! Your satisfied customers will tell 5 of their friends about you. The **Better Business Bureau** offers the following tips on satisfying customers:



(Or see page 27)

- Assume full responsibility for the quality and performance of the product or service you sell.
- Be honest and accurate in your advertising.
- Avoid promises in sales contracts, labels and promotions that cannot be delivered.
- Provide a one-person customer contact in order to avoid giving the customer the runaround.
- Return calls and messages from customers as soon as possible.
- Show up on time for sales/installation/service calls or notify the customer when you will be late.
- Promptly call the customer if the work and charges are to exceed the estimate.
- Don't ignore complaints from customers. Respond in a prompt, fair and courteous fashion.
- Don't let unresolved customer disputes spoil your business's reputation. If your best efforts are not proving satisfactory to the complainant, contact the Better Business Bureau for arbitration.

Simply put, OVERDELIVER on your promises!

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Step Two- Build Loyal Customers

Has this ever happened to you...You get a new window customer, do a great job for them, assume they will be your customer for life, only to run into them at a social gathering a few months later and have them tell you ...

**They just had your arch competitor
complete a siding job on their home!**

OUCH!!!!!!

Studies show that customer satisfaction alone does not equate with continued sales--it is the loyal customer who keeps coming back for more. Loyal customers will go out of their way to do business with you again and again. So your goal is to build customer loyalty. Can you think of a case where YOU are loyal to a particular vendor? A car dealer maybe? An insurance agent? Ask yourself WHY. What have they done to EARN your loyalty? My guess is that they first satisfied you and THEN made you feel special and appreciated. Frequent flyer programs are prime examples of building loyalty. Providing that **special treatment** and continuous communication with your customers will go a long way towards building loyal customers.

Step Three - Get To Know Your Customers Intimately

[click for example](#)



(Or see page 28)

In order to serve your customers most effectively, you have to KNOW what they want. One of the most powerful marketing tools you can use in your business is your ability to survey your past customers through the use of a well thought out customer survey (see example at left). Combine the responses from this survey, with your own observations of their home, to help pinpoint what additional products are in your customer's future. Very soon, you will be able to predict WHO might buy WHAT and even WHEN! This is when marketing gets real fun! If you are not using a customer survey, you are missing a goldmine!

Step Four - Actively Market To Your Customers

Finally, don't let everything just happen by chance. Take these satisfied, loyal customers and match up your survey results with the appropriate marketing offers to ensure additional, low-cost sales. In addition to using an Annual Past Customer Appreciation Sale, be sure to implement targeted "Future Interest" mailers (see example at right). These WILL BE the lowest cost sales you will ever generate.

[click for example](#)



(Or see page 29)

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That's It!

Radius, Rehash, Referral and Repeat. The 4 R's of effective marketing in the remodeling business. Although each of these strategies stand on their own and will provide your company with loads of profitable business, the BEST news is that they work incredibly well TOGETHER!

How about adding a fifth "R" to the mix? What "R" you going to do with these readily available marketing weapons to maximize your marketing effectiveness? Do your profits a huge favor and ACTIVELY include these in your day-to-day marketing program.

Do the math!

- What effect would it have on your business to implement a way to **get another job for every job you complete** through consistent Radius Marketing? Would you be happy with getting a job for every TWO jobs?
- How about **converting up to 67% MORE** of your leads into sales over time through effective follow-up when they don't buy immediately?
- Would creating lifetime customers **worth tens of thousands in business** do more for your company than 'one-time' customers providing a couple thousand?
- What about dramatically **stepping up your referrals** so you don't have to continue to find NEW prospects at a much higher lead cost?

Add it all up and it's easy to see that **doubling your remodeling business** is well within reach!

To sum up and borrow from one of TV's most popular campaigns...

- Generating a LEAD from newspaper advertising...\$296
- Generating a LEAD from Radio/TV...\$364
- Generating a LEAD from a home show...\$263
- Acquiring a CUSTOMER from one of the 4 R's...PRICELESS!

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Good News, and REALLY Good News

The good news... the 4 R's of Marketing (Radius, Rehash, Referral, and Repeat) are already in your marketing arsenal! They are right there, in the relationships you've developed, ready to be deployed.

The REALLY good news... you don't have to re-invent the wheel to use these marketing weapons. It's already done. In fact, **all of the examples in this report were generated by a system called Market\$sharp.**

Market\$sharp is a foolproof system for having all of these marketing weapons running on auto-pilot. In addition to the examples you've already seen in this report, Market\$sharp has over 250 more marketing campaigns, reports, forms, etc. all designed specifically for YOUR business.

FREE Demo CD & Marketing Kit Reveals How To Have All These Marketing Weapons (and many more) Running On Auto-Pilot

To discover more about the power of Market\$sharp we suggest you get a FREE Demo CD & Marketing Kit. This Kit will provide you with many more examples, ideas, and inspiration (like the ones in this report) to help manage and market your remodeling business more successfully.

Here's a small sample of what the FREE Demo CD & Marketing Kit contains...

- Free Product Demonstration CD
- Sample Marketing Postcards and Mailers
- Sales Letters (Jobsite, Past Customer, etc.)
- Relationship Builders (Thank You Letter, Lead Follow Up, Customer Survey, etc.)
- Forms (Lead Sheet, Closing Sheet, etc.)
- Reports (Lead Source, Closing Ratio, etc.)



All you need to do is one of the following three to discover more...

1. Visit www.marketsharp.com/democenter to order your FREE demo kit online.
2. Call 1-800-335-4254 ext. 202. One of our friendly sales staff will be happy to rush you a demo kit and answer any questions.
3. Print out the following "Fast Response" form and fax or mail it to us.

You can also tour the MarketSharp demo at www.marketsharp.com/freedemo
(please disable any pop-up blockers before running the online demo)

FAST RESPONSE

Market\$sharp Action Form

“Yes! I Want To Discover More Secrets To Increasing Profits In My Remodeling Business! Please Rush Me The FREE Demo CD & Marketing Kit!”

Here's What To Do:

1. Check the appropriate box(s) below.
2. Print this page and fax or mail this form to the fax number or address at the bottom of this page.

Yes! Please send me a Market\$sharp Demonstration CD & Marketing Kit absolutely FREE of charge.

I'm not interested in Market\$sharp at this time, but please start my FREE 1-year subscription to the Market\$sharp Messenger Newsletter.

I'm not interested in the Market\$sharp Demo CD & Marketing Kit at this time, but contact me on the following future date: _____

In order to receive a FREE Demo CD & Marketing Kit, please complete the following...

Name _____ Title _____

Company Name _____

Address _____

City _____ St _____ Zip _____

Email Address _____

Phone _____ Fax _____

Questions? CALL: 1-800-335-4254 ext. 213

Fax To: 1-608-779-5045

GO
BACK

(full color pre-printed front)



Announce your new upcoming job in the neighborhood! This pre-job postcard does a great job of making an initial contact with a prospective client.

Featured is the "Coming Soon" postcard with the "before" jobsite message. With the assistance of a program like Market\$sharp, you can easily gain more leads by simply promoting your 'to be completed' project around the neighborhood.

(customizable message back)



Get Another Job For Every Job You Sell!

If you think about it - neighborhoods consists of homes of similar ages and values and the people who live there tend to have similar earnings and needs. Then it only makes sense that the best place to find your next customer is right next door to your last customer.

If you'd like to learn more about Radius Marketing, call us at **1-800-335-4254**.

GO
BACK

Discover how Radius Marketing can get you "another job for every job sold" simply [CLICK HERE](#) to view the MarketSharp Online Demo!

GO
BACK



Acknowledge a project in progress with a jobsign, but by explaining the nature of the work being completed with a postcard, you'll gain even more results. Statistics prove you'll get more leads with multi-marketing impressions like the one depicted here.

Featured is the "Now Playing" postcard with the "during" jobsite message. With the assistance of a program like MarketSharp, you can easily gain more leads by simply promoting your 'current' project around the neighborhood.

(customizable message back)



Get Another Job For Every Job You Sell!

If you think about it - neighborhoods consists of homes of similar ages and values and the people who live there tend to have similar earnings and needs. Then it only makes sense that the best place to find your next customer is right next door to your last customer.

If you'd like to learn more about Radius Marketing, call us at **1-800-335-4254**.

GO
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Discover how Radius Marketing can get you "another job for every job sold" simply [CLICK HERE](#) to view the MarketSharp Online Demo!

GO
BACK

Spread the news about your successfully completed project. Share with neighbors the satisfaction of the overall project and offer neighbors an incentive to complete a project of their own.

Featured is the "Two Thumbs Up" postcard with the "after" jobsite message. With the assistance of a program like Market\$sharp, you can easily gain more leads by simply promoting your 'completed' project around the neighborhood.



(customizable message back)

XYZ Remodeling
987 Improvement Lane
La Crosse, WI 54601
800-555-5555

Dear John and Jane,

Neighborhood Project Gets Four Stars!

Your neighbors, Bob and Mary Smith at 987 Main Street returned a favorable review about their new windows! In fact, XYZ Remodeling exceeded their expectations with a professional and timely installation.

How about an "encore presentation" in the neighborhood? As a special neighbor of Bob and Mary Smith, you'll receive a **spectacular 10% savings** on your next home improvement project if you act before 8/31/2004. There's no better time to turn your home improvement project into an enjoyable and rewarding experience - give us a call at 800-555-5555.

Sincerely,
John Jones

P.S. Don't forget you'll receive a special 10% savings if you act before 8/31/2004!

John and Jane Doe
123 Main Street
La Crosse, WI 54601

Get Another Job For Every Job You Sell!

If you think about it - neighborhoods consists of homes of similar ages and values and the people who live there tend to have similar earnings and needs. Then it only makes sense that the best place to find your next customer is right next door to your last customer.

If you'd like to learn more about Radius Marketing, call us at **1-800-335-4254**.

GO
BACK

Discover how Radius Marketing can get you "another job for every job sold" simply [CLICK HERE](#) to view the MarketSharp Online Demo!

RADIUS

GO
BACK

(full color pre-printed front)

(customizable message back)



A simple soft phone call can make a dramatic difference on the response rate of your marketing efforts. But, better yet is a visit to the neighborhood with a doorhanger. This gives you the opportunity to personally greet a prospective client and 'opens the door' to set up an inspection of their next project.

Featured is the "What's Going On?" doorhanger* with the "after" jobsite message. With the assistance of a program like Market\$sharp, you can easily gain more leads by simply promoting your 'completed' project around the neighborhood.

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GO
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Evaluate sales performance and measure current business activity with proper reporting. By gathering closing statistics, you'll increase your chances of selling past lead opportunities.

Featured is the "Salesperson Lead Activity" Report. This report summarizes closing ratios, gross sales and efficiency averages for each of your sales representatives. With the assistance of a program like Market\$sharp, you can generate flexible reports to gain valuable insight about your business.

Salesperson Lead Activity 2002

Reporting on records where AppointmentDate is between 1/1/2002 and 12/31/2002 (Custom Date Range).

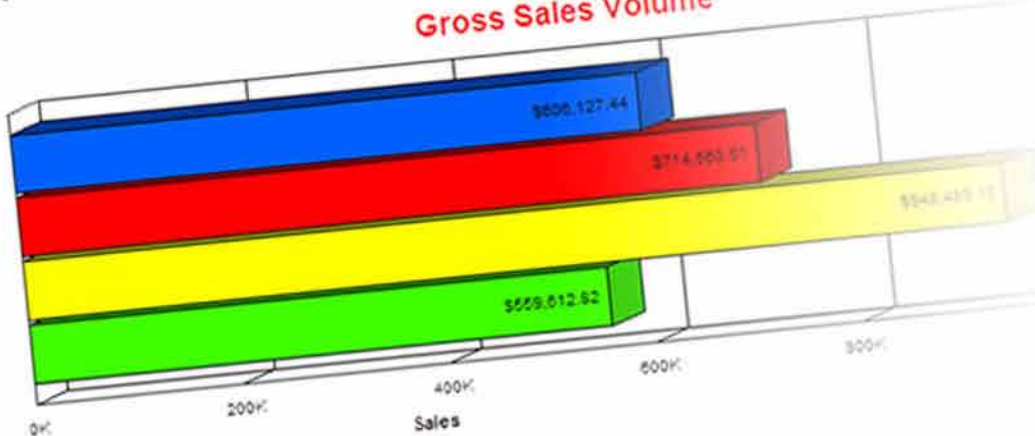
Salesperson	Leads Issued	Appts. Set	Demo	Issued Demo	Appt. Demo	Sold	Issued Closing	Demo Closing	Gross \$	Canceled / Fin Rejected	\$\$	Profit
Jack Smith	339	339	310	91%	91%	136	40%	44%	\$606,127.44	7	\$31,597.18	8
Mary Smith	531	531	478	90%	90%	178	33%	37%	\$714,545.91	10	\$46,403.00	7
Tom Jones	593	593	552	93%	93%	209	35%	38%	\$948,489.10	21	\$51,577.34	8
Wendy Johnson	386	386	351	91%	91%	134	35%	39%	\$559,612.82	5	\$22,333.06	7
Totals:	1,849	1,849	1,691	91%	91%	685	35%	39%	\$2,828,792.86	43	\$203,116.73	30

Average Gross Sale: \$4,318.77

Closed Contracts



Gross Sales Volume



A Detailed Leads Report Generated by MarketSharp Software Version: 3/4/2004

GO
BACK

Discover how Rehash Marketing can increase sales by 67% simply [CLICK HERE](#) to view the MarketSharp Online Demo!

GO
BACK

Increase sales potential by maintaining contact and cultivating relationships with leads that didn't buy the first time! You'll be surprised how the appropriate follow-up procedure will move someone "off the fence" to reconsider your offer.

Featured is the "Follow-up Special Offer" letter. This promotion offers your lead the opportunity to get a product feature of high interest if they decide within a certain time frame. With the assistance of a program like Market\$sharp, you can easily gain additional sales from existing leads.



Thursday, July 29, 2004

John and Jane Doe
123 Main Street
La Crosse WI 54601

Dear John and Jane,

Just a quick note to say thanks for taking the time to look at our home improvement products recently. I'm sure you can see the benefits associated with having these maintenance-free items installed on your home. We are very excited about having the quality products we talked about to work with.

John and Jane, we feel we have great products to offer, but I must mention that our installation personnel are every bit as important. Checking with some of the people on our customer list will attest to their abilities.

Special Note: Great News! After talking with management, I was able to get approved an opportunity for you to get that beautiful "V-Groove" glass you liked so much in the bay window you are considering at no additional cost (normally \$280)! This special offer is available to you through next week Friday. It's no secret, we're trying to light a fire under you!

Thanks again for considering our company and we would love to have you for a customer. If there is anything I can do to earn your business, please don't hesitate to call.

Sincerely,

John Jones

Bring New Life To Unsold Leads!

On average only 30% of leads become a sale after the initial presentation. What is happening with the remaining 70% that didn't buy? Statistics show 60% of those people will buy within one year. Starting proper follow-up routines could get you thousands of additional sales per year. If you'd like to learn more about Rehash Marketing, call us at **1-800-335-4254**.

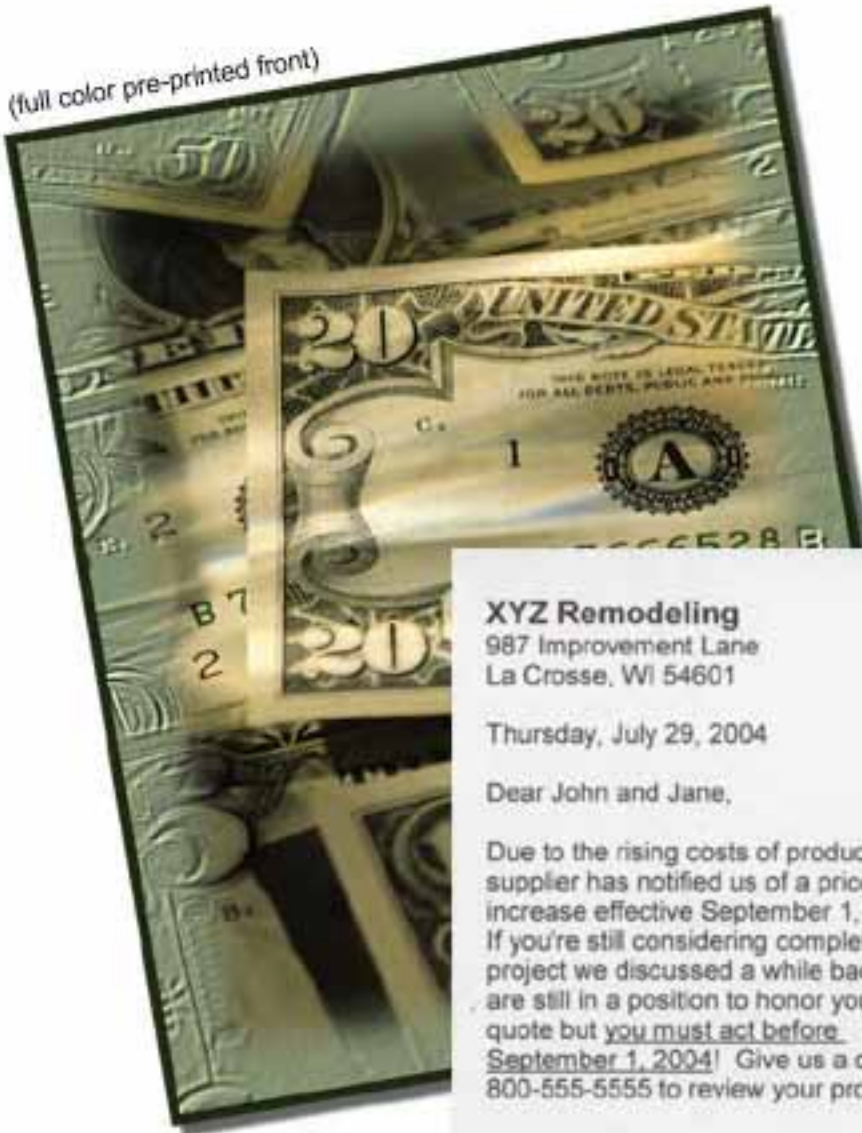
GO
BACK

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GO
BACK

Throughout the year you will want to stay in front of your unsold leads. To revive past lead opportunities try to use several different follow-up tools like the example shown here.

(full color pre-printed front)



Featured is the "Price Increase" postcard. Although simple in nature, this powerful promotion offers you the opportunity to entice leads to 'buy now' before prices are increased by your supplier. With the assistance of a program like MarketSharp, you can easily use this postcard to gain additional sales from existing leads.

(customizable message back)

XYZ Remodeling

987 Improvement Lane
La Crosse, WI 54601

Thursday, July 29, 2004

Dear John and Jane,

Due to the rising costs of production, our supplier has notified us of a price increase effective September 1, 2004. If you're still considering completing the project we discussed a while back - we are still in a position to honor your past quote but you must act before September 1, 2004! Give us a call at 800-555-5555 to review your project.

John Jones
800-555-5555

John and Jane Doe
123 Main Street
La Crosse, WI 54601

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BACK

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GO
BACK



Take advantage of factory authorized incentives on existing product lines or better yet, introduce a new improved product feature that's on special this month. This is a great way to get back in touch with a previous lead and entice them with a new offer.

Featured is the "Beauty & Comfort" postcard. The postcard is promoting a factory authorized rebate sale on windows. With the assistance of a program like MarketSharp, you can easily promote enticing offers like this one to gain additional sales from existing leads.

(customizable message back)

XYZ Remodeling
987 Improvement Lane
La Crosse, WI 54601

Dear John and Jane,

Earn \$250 (or more) CASH BACK!

A while back you had shown an interest in high performance replacement windows from XYZ Remodeling. If you are still considering replacing your windows, we have a great opportunity that may save you additional money off your original estimate from us.

Update the look of your home with new windows at a substantial savings. It only happens once a year - our manufacturer is offering a **\$50 per window instant rebate** when you buy any combination of five or more windows. Start enjoying the beauty and comfort of new windows, but hurry this offer ends 8/31/2004! Give us a call at 800-555-5555 for a free, no-obligation window inspection.

John Jones
800-555-5555

John and Jane Doe
123 Main Street
La Crosse, WI 54601

Bring New Life To Unsold Leads!

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BACK

Another Satisfied Customer

of
ABC Remodeling Company

John and Jane Doe
123 Main Street
La Crosse, WI 54601



Project Type: New Windows and Siding

Comments:

We just love our new windows and siding. The crew did an awesome job and they even cleaned up the mess each day! We would definitely recommend your company to our friends and neighbors!

Implementing a "referral process" in your company can dramatically increase your bottom line profits. Simply collect a book of recommendations for your sales staff to use during their presentations. It may surprise you, but the comments of existing customers are very powerful selling tools.

Featured is the "Another Satisfied Customer" testimonial form. This form offers your potential customers the opportunity to review the unbiased remarks of existing clients. With the assistance of a program like MarketSharp, you can easily generate low cost, high quality referrals.

Get The Highest Quality Lead At The Lowest Cost!

Surveys reveal the number one reason purchasers select a contractor is a "recommendation from friend or relative"! If consumers take referrals this seriously - you should too! If you'd like to learn more about Referral Marketing, call us at **1-800-335-4254**.

GO
BACK

Discover how to double, even triple, your Referral business simply [CLICK HERE](#) to view the MarketSharp Online Demo!

GO
BACK

To get truly good at obtaining a constant source of referrals, you have to make it a habit. Referral marketing is a business philosophy that has "building relationships" at its core.

Featured is the "Referral Rewards" mailer. This promotional mailer briefly explains your referral program and equips your customer with two tear-away business reply cards to send their friends and family your way. With the assistance of a program like Market\$harp, you can easily generate low cost, high quality referrals.



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GO
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REPEAT

GO
BACK



To build loyal customers and maximize your chances of repeat business, you must satisfy your customer's needs. Plain and simple you must 'overdeliver' what you promise. Make your customers feel special and appreciated with a simple Thank You.

Featured is the "Note of Thanks" postcard. This card extends your gratitude for a customer's patronage, yet makes a wonderful lasting impression. With the assistance of a program like MarketSharp, you can easily instill appreciation through courtesy correspondence like this example.

XYZ Remodeling
987 Improvement Lane
La Crosse, WI 54601

Dear John and Jane,

Thank you for the confidence you have shown in us by choosing XYZ Remodeling to complete your home improvement project. Rest assured that over the next few weeks, your order will be processed in a timely and professional manner. If you should have any questions during this time, give Bob Brown, Production Manager a call at 800-555-5555.

John and Jane Doe
123 Main Street
La Crosse, WI 54601

Thanks again,

John Jones

Customers For Life!

Studies show that customer satisfaction alone does not equate to continued sales - it is the loyal customer who keeps coming back for more. Your goal is build customer loyalty by providing special treatment and continuous communication to your customers. If you'd like to learn more about Repeat Marketing, call us at **1-800-335-4254**.

GO
BACK

Discover how to supercharge Repeat sales from past customers simply [CLICK HERE](#) to view the MarketSharp Online Demo!

GO
BACK

Getting to know your customers intimately is a very powerful future marketing tool. Get their feedback by sending a survey. A survey can provide information to help you precisely pinpoint what additional products are in your customer's future.

Featured is the "How Did We Measure Up" survey. This survey not only reveals the satisfaction level of your customers, but it acts as a tool to find out future projects they might be considering. With the assistance of a program like MarketSharp, you can gain valuable feedback to get ongoing repeat business.

How Did We Measure Up?

Work completed for: *John and Jane Doe*
at 121 Main Street in La Crosse
on 6/17/2004 by XYZ Remodeling

Want to earn a quick 5 bucks?
Simply take a moment and fully complete the survey below and return it to us in the envelope provided. When we receive your response, we'll send you a check for \$5.00!
(The information you provide helps us better improve our services and merchandise to the satisfaction level we provide to customers.)

1. Did you get other estimates before deciding on our company? Yes No

2. Why did you decide on our company to do your work? (check one)
 Reputation Proximity Product Features
 Recommendation Lowest Price Other _____

3. How did you hear about our company? (check one)
 Direct Mail Radio TV
 Yellow Pages Telephone Friend
 Newspaper Home Show Other _____

4. Please describe your overall satisfaction level with the job. (check one)
 Very Satisfied Somewhat Satisfied Somewhat Dissatisfied Very Dissatisfied

5. Approximate age of your home? (years)
 0-9 10-19 20-29 30-39 40-49 50-59 60+

6. Approximate value of your home?
 under \$40,000 \$40,000 - \$50,000 \$50,000 - \$75,000 \$75,000 - \$100,000 \$100,000 - \$149,999 \$150,000 - \$249,999
 \$250,000 - \$399,999 \$400,000 - \$549,999 \$550,000 - \$899,999 \$900,000 - \$1,000,000 +

7. Your age approximately?
 18-24 25-34 35-44 45-54 55-64 65+

8. Additional remodeling projects planned within the next seven years? (check as many as apply)
 Windows Bay/Bow Window Kitchen Sunroom
 Siding Garden Window Bath Doors
 Basement Windows Soft/Fabric Gutters Roof
 Patio Door Room Addition Deck Other _____

9. Please rate our overall service...
 • How would you rate your Sales Representative - John Jones?
 • Was the presentation informative?
 • Was your Sales Representative courteous?
 • Was our Office Staff helpful and courteous?
 • How would you rate the Installation Crew?
 • Was the Installation Crew helpful and courteous?
 • Was the Installation Crew in a neat and professional manner?
 • Was your installation done in a fast and professional manner?
 • Are there any remaining issues we should be aware of?

Fair	Good	Excellent	Comments

Printed on Recycled Paper
 Please return surveys to: XYZ Remodeling - 887 Insured Lane - La Crosse, WI 54601

Customers For Life!

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GO
BACK

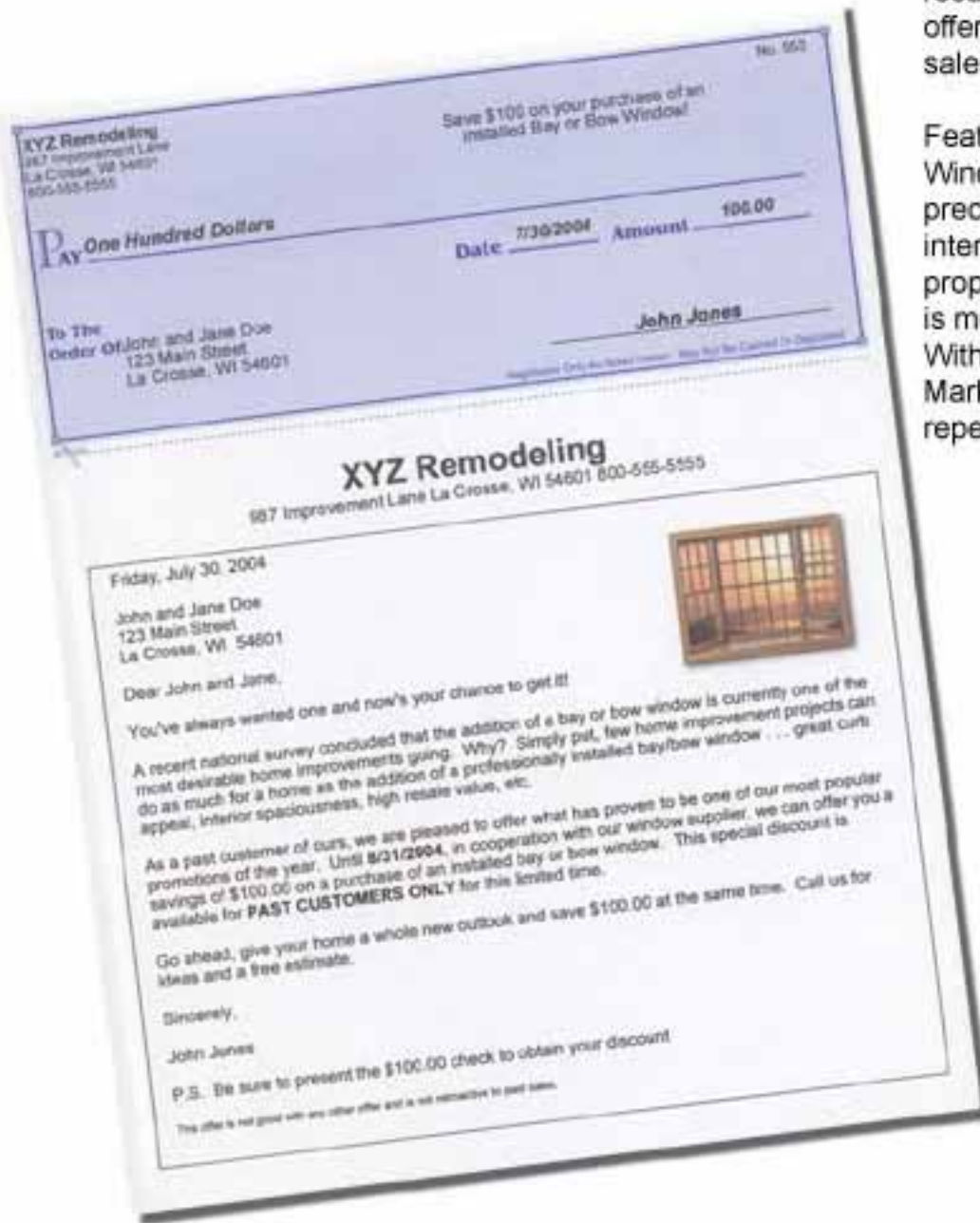
Discover how to supercharge Repeat sales from past customers simply [CLICK HERE](#) to view the MarketSharp Online Demo!

REPEAT

GO
BACK

Increase your chances of repeat business by actively marketing to your customers. Take your satisfied, loyal customers and match up their survey results with the appropriate marketing offers to ensure additional low-cost sales.

Featured is the "Future Interest Bay Window" check mailer. This mailer precisely targets the future product interest of your customer and if done properly, will be sent when the timing is most appropriate for them to buy. With the assistance of a program like MarketSharp, you'll maximize your repeat business potential.



Customers For Life!

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