



**How-to Sell More  
Products to More  
People More Often  
for Higher Profits!**

**50 Must-do Strategies For Success.**

**SPECIAL REPORT #1 SPECIAL REPORT #1**

**A Checklist**

**“Little  
Mistakes  
That  
Cost  
Your  
Business  
\$50,000+  
a Year!”**

**FREE Guide Offer Inside...see page 4.**  
**How-to  
Get Your  
Customers to  
Pay More  
and Do it  
Happily!**

The  
**Image Foundry**  
Consulting

In an effort to help businesses be the best they can be we have developed this FREE checklist. It is a self-test and should be used as a benchmark to improve your business. It lists 50 questions a healthy and growing business should ask itself and answer “Yes” to.

Not many businesses can answer “yes” to every question. Being able to do so is the ultimate goal. It is our intention in offering this checklist, to give you a benchmark. Standards to work towards will steadily increase how well you are preparing your business and employees to meet the needs of your customers. This checklist can help you identify and avoid the mistakes that cost your company

“On average, you have a 60% — 70% chance of doing business again with a current customer, a 20% — 40% chance with a former customer, but only a 5% — 10% chance of ever doing business with a non-customer.” —Steven Yanovsky

thousands of dollars each year in lost revenue. Our studies have show instances of losses in excess of \$50,000 for a small business by failing to incorporate strategies such as these.

Responding to each of these questions is key to growing a customer focused business and increasing profits. Based on these facts, your

marketing time and money should be spent on getting existing customers to buy more stuff, more often than you currently do.

Each of these questions can be used to create a program that helps you get, keep and grow your new and repeat buying customers.

The following questions have been separated into three useful sections.

1. Healthy Business Discovery Questions.
2. Employee Support Discovery Questions.
3. Customer Loyalty Building Discovery Questions.

When you start focusing on your current customers, you will see an immediate increase in revenue. Here’s to your success!

NOTE: Rate your business on a scale of 1 to 5—five being the highest on how well you incorporate these strategies. Feel free to call us for an explanation on any term that may be unfamiliar.



“Customers will always get what they want. The question is, ‘Will they get it from you?’”  
—Byrd Baggett

“One opportunity seized creates fifty new opportunities.”  
—Chinese Proverb

Circle One		Healthy Business Discovery Questions	Rating 0-5*
Yes	No	Do you have a customer service “service vision”?	
Yes	No	Do you have an employee-training program?	
Yes	No	Do you have a rewards program in place for your employees?	
Yes	No	Do you have a customer database?	
Yes	No	Do you have regularly scheduled team-building events?	
Yes	No	Do you have a customer loyalty program?	
Yes	No	Do you have a change management program?	
Yes	No	Do you give performance raises and/or bonuses?	
Yes	No	Do you have regular employee reviews?	
Yes	No	Do you have any risk lowering programs?	
Yes	No	Do you segment your customer base? MVC (most valuable customers), MGC (most growable customers), BZ (below zero), Top 100 customers?	
Yes	No	Do you have a benchmarking policy?	
Yes	No	Do you have a strong guarantee?	
Yes	No	Do you offer “value added” services?	
Yes	No	Do you know the lifetime value of your customers?	
Yes	No	Do you test your policies on a regular basis?	
Yes	No	Do you do a square foot analysis of sales?	
Yes	No	Have you developed strategies to “WOW” your customers?	
Yes	No	Do you require your employees to certify in Customer Service best practices before they work with your customers?	

Total



Your customers are your partners in business.

**Q:** What opportunities are you seizing and creating for your partners?

**A:** For more fresh ideas visit: [www.IFmarketing.com/how-to/strategies.html](http://www.IFmarketing.com/how-to/strategies.html)



“Getting people’s money is easy once you have persuaded them to give you their time.”  
—Roy H. Williams

Circle One		Employee Support Discovery Questions	Rating 0-5*
Yes	No	Are your employees experts on all the products you sell?	
Yes	No	Do you have an employee recognition program?	
Yes	No	Do you have regular training meetings with employees?	
Yes	No	Do you solicit employee input?	
Yes	No	Do you have and use job aids?	
Yes	No	Do you teach how to sell?	
Yes	No	Do you use the e-factors of selling? Greed, Guilt, Love, Pride, Fear, etc.	
Yes	No	Do you provide worksheets so employees can improve?	
Yes	No	Do you teach how to cross-sell?	
Yes	No	Do you teach how to up sell?	
Yes	No	Do you have an internal continuing education program? ie: a reading/memo program.	

Total



## Hot Tip!

- Personalize each contact with your customers.
  - Create Internal Marketing Strategies (IMS) that engage your customers and increase their propensity to buy from you.
- For more ideas visit: [www.ifmarketing.com/how-to/strategies.html](http://www.ifmarketing.com/how-to/strategies.html)



“People process emotional (call-outs) ideas more easily than intellectual ones.”  
—Dean Rieck

Circle One		Customer Loyalty Building Discovery Questions	Rating 0-5*
Yes	No	Do you have and promote your return policy?	
Yes	No	Do you have a follow-up program in place?	
Yes	No	Do you have a customer comment center?	
Yes	No	Do you survey your customers on a regular basis?	
Yes	No	Do you create and give out how-to guides, checklists, etc?	
Yes	No	Do you reply to every comment made by a customer?	
Yes	No	Do you follow-up with all customers who buy from you?	
Yes	No	Do you cater to your customers needs?	
Yes	No	Do you solicit testimonials from your customers?	
Yes	No	Do you have special pricing for best (MVC) customers?	
Yes	No	Do you have a bounce-back program (for first time buyers)?	
Yes	No	Do you create or display case studies?	
Yes	No	Do you post (for all to see) testimonials from your customers?	
Yes	No	Do you thank your customers?	
Yes	No	Are you a resource for your customers?	
Yes	No	Do you have a referral program?	
Yes	No	Do you have a win-back program?	
Yes	No	Do you perform annual “Know Your Customer” reviews?	
Yes	No	Do you have educational programs for your customers?	
Yes	No	Do you ever offer premiums to your customers?	

\* Rating 1-5. Five (5) is the highest grade for this service. Zero (0) is the lowest.

Total

# Did You Know?

“Any investment in sales training is an investment in your own gross profit. The only thing more expensive than hiring an [employee] trainer is not hiring one.”

—Roy H. Williams, *The Wizard of Ads* p. 119

“In order to avoid the danger of commoditization, price should not be the only issue discussed in a relationship.”

—Kaj Storbacka & Jarmo R. Lehtinen,  
Customer Relationship Management

You could earn a 100% refund on your purchase from The Image Foundry. Ask your REP for details.

For more information see our referral program at:  
[www.ifmarketing.com/how-to/referral-program.html](http://www.ifmarketing.com/how-to/referral-program.html)

## Thanks for Your Kind Words!

“It would be difficult for me to include all of the skills, talents and abilities that I have been privileged to see and benefit from as I have associated with Daniel over the past several years.”

—Brian D Rasmussen, Marketing Manager, Kimco USA, Delta, Ohio

The Image Foundry brings together insights from many other marketing professionals in a unique and exciting way. Their ability to get to the root of the problem and use sound principles to discover creative solutions that work is refreshing. If you want to significantly increase your profits, take these ideas to heart - you'll be glad you did!

—Ron Hayes, Marketing Manager, Alco Mfg

# “67% of all shoppers intend to return home with the item they are shopping for, but only 24% actually do...”

Are you earning the profits you deserve? If you are ready to start earning your potential, incorporate these must-do-now-or-else strategies into your current marketing plan. When you do you will see increased loyalty with your current customer base—which will bring you higher profits! Call The Image Foundry, 435.881.4770 and ask how to implement these low-cost internal marketing strategies that will bring in more customers for less than what you are currently spending now on your various marketing projects.

The Image Foundry can help you double, triple, and even quadruple your revenue by developing these internal marketing strategies that blow away customers and stamp out the competition. These strategies incorporate the e-factors of selling and help you sell more stuff

to more people more often for higher profits. With them you will be able to grow your business virtually as large as you would like.

If your marketing plan is not giving you the profits you believe are hidden in your business call today and we'll help you find those profits.

P. S. Our “Excellence in the Workplace” customer service training classes are a great way to immediately increase profits. Call today and ask how. 435.881.4770.

P. S. S. Don't forget to call and ask for our FREE guide *How-to Get Your Customers to Pay More and Do it Happily! with 30 insider tips* or download it at [www.IFmarketing.com/how-to](http://www.IFmarketing.com/how-to)

**CALL TODAY**  
**435.881.4770**  
**& ask how.**

The Image Foundry is a full service corporate marketing consult and training firm specializing in customer service, employee training and developing internal marketing strategies that grow your business—fast.

## Improving Your Image from the Inside Out!

The Image Foundry—Corporate Marketing Training 185 N. 850 W. Hyrum, UT 84319  
(435) 881.4770, [www.IFmarketing.com](http://www.IFmarketing.com)

How-to  
**Get Your Customers to Pay More and Do it Happily!**

**Yes!**



Please send me your FREE guide “How to Get Your Customers to Pay More and Do it Happily!” with 30 insider tips. I also want to know easy ways to double my business send me more information on the “Excellence in the Workplace” training classes. My contact information is.

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ email: \_\_\_\_\_

The Image Foundry 185 N. 850 W. Hyrum, UT 84319 435.881.4770 download at [www.IFmarketing.com/how-to](http://www.IFmarketing.com/how-to)