

TYPES OF BUSINESSES THAT USE THE CERTIFICATES AND HOW THEY USE THEM

Mortgage Industry

Lead generator

Referral gift

Convert prospects to clients

Incentive to send back questionnaire or to call for more info

Gift for re-financing a mortgage

Generate referrals from your network of business colleagues, such as realtors, builders, and financial planners.

Consistently and cost-effectively maintain contact with and provide value to your customers, as well as your personal and professional contacts.

Project an image with your marketing material that sets you above your competition and increases your credibility.

Realtors

Lead generator

Referral gift

Convert prospects to clients

Incentive to send back questionnaire or to call for more info

Give as a gift to welcome your client into their new home

Insurance Companies

Lead generator

Referral gift

Gift for a new policy written

Incentive to keep appointment with sales rep

Incentive to send back questionnaire or to call for more info

Telemarketers

Lead generator

Referral gift

Incentive to fill out questionnaire

Gift with purchase

Contest prizes

Special promotion giveaways

Gift for attending presentation

Sales closing tool

Appointment setting

Network Marketing Companies (MLM)

Gift for signing up as a distributor

Gift to people who book a home party

Referral gift to those who bring a guest to a home party or meeting. Gift to those who buy products or sign up for "autoship"

Special promotion giveaways

Drawings at home parties or meetings

Bulk Mailers and Mass Mailers

Incentive to send back questionnaire or to call for more info

Incentive to buy products and/or use services

Car Dealerships

Create more showroom traffic

Sell upgrades and warranty packages

Close sales

Generate repeat business

Referral gift

Incentive for test-driving

Banks

Attract new depositors

Boost loan activity

Up-sell accounts and policies

Close the deal for banks, mortgage companies, and insurance firms.

Employee gift

Customer loyalty gift

Trade Show Companies and/or Companies That Go To Trade Shows

Booth drawing

Incentive to fill out questionnaire or to call for more info

Sales closing tool

Gift with purchase

Media Companies

Increase advertising revenue

Sell new subscriptions

Attract listeners

Increase sales for newspapers, radio stations, cable companies, magazines, and internet service providers.

Newsletter and Ezine Owners

Gift with ad purchase

Incentive to sign up for eZine

Incentive to sign up for newsletter

Ebay Sellers

Use them as an added bonus w/ each auction

If customers buy more than 1 item, they will receive a vacation certificate

If customers use "Buy it Now," they will receive a vacation certificate

Thank you for purchasing goods

Elementary Schools and Colleges

Energize fundraising efforts

Increase enrollment

Reward faculty and staff

Travel Agencies

Referral gift
Gift for booking a flight
Gift for booking a cruise
Special promotion giveaway

Retailers and Manufacturers

Increase floor traffic
Increase in-store spending
Anniversary sales event
Customer retention gift
Extended warranty sales
Employee gift

Construction Companies

Lead generator
Referral gift
Incentive to send back questionnaire or to call for more info
Gift for using your services

Doctors, Dentists, Chiropractors

Referral gift
Give as a thank you for doing business.

Clubs and Associations

Refer a friend
Increase memberships
Renewal bonus
Member benefit

Service Providers

Gift for new clients
Gift when upgrading service
Gift for completing survey

Door-to-Door Companies

Gift with purchase
Sales closing tool
Referral Gift

Not-For-Profit Organizations

Give as a gift for donations.

These are just some of the types of business that have discovered the positive impact of using our certificates