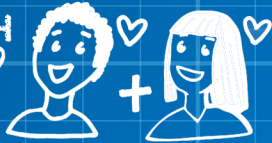


# YOUR REFERRAL SUCCESS BLUEPRINT

\*TO GET A SYSTEM LIKE THIS DONE-FOR-YOU CONTACT G4FOUR MARKETING TODAY & ASK ABOUT THEIR TURNKEY 11NTO5 PROGRAM.

## STEP 1: YOUR COMMITMENT TO CUSTOMERS FOR LIFE



- NO MORE 'LOVE EM & LEAVE EM'
- YOUR BUSINESS MUST BE DESIGNED AROUND YOUR CUSTOMER. THEIR EXPERIENCE & RELATIONSHIP WITH YOU.
- THIS MUST BECOME PART OF YOUR COMPANY CULTURE. LED BY YOU.

NOTE: YOUR CUSTOMERS ARE NOT AUTOMATICALLY LOYAL JUST BECAUSE THEY GAVE YOU MONEY ONCE. IN FACT, YOU SHOULD CONSIDER THEM UNPREDICTABLE AND SUSCEPTIBLE TO THE SEDUCTIONS OF THE MARKETPLACE. AND UNLESS YOU DO SOMETHING TO CONTINUALLY JAR THEIR MEMORY, TO REINFORCE AND NURTURE YOUR RELATIONSHIP CHANCES ARE GOOD YOU WILL NEVER SEE THEM, THEIR MONEY OR THEIR FRIENDS AGAIN.

## STEP 2: EARN THE RIGHT TO REFERRALS & REPEAT BUSINESS

- MAKE YOUR CUSTOMERS FEEL CONFIDENT THEY MADE THE RIGHT CHOICE WITH YOU
- CREATE MAGIC MOMENTS V. TRAGIC MOMENTS
- PAY ATTENTION TO DETAILS
- BE EXCEPTIONAL AT EVERY POINT OF INTERACTION WITH YOUR CUSTOMER
- CREATE WOW'S
- BE MEMORABLE!



NOTE: REGARDLESS OF ECONOMIC CONDITIONS, CONSUMERS EXPECT US TO DO THE JOB RIGHT, USE THE BEST MATERIALS AND ADHERE TO THE STRICTEST STANDARDS. SO A COMPLETELY SATISFIED CUSTOMER SHOULD BE YOUR MINIMUM ACCEPTABLE STANDARD. TO MAXIMIZE REFERRALS AND DIFFERENTIATE YOURSELF FROM THE COMPETITION YOU MUST WORK HARD AT CREATING RAVING FANS.

## STEP 3: DEMONSTRATE YOUR APPRECIATION

- EVERYBODY WANTS TO BE THAT "SPECIAL" CUSTOMER... INCLUDING YOU.
- DEMONSTRATE YOUR SINCERE APPRECIATION FOR THEIR BUSINESS (THE TRUST & CONFIDENCE THEY PLACED IN YOU).
- WRITE THANK YOU NOTES
- MAKE "HAPPY CALLS"
- MAKE PERSONAL VISITS
- SEND A GIFT



## STEP 4: EARN & USE 5-STAR REVIEWS TO YOUR ADVANTAGE



- CONSISTENTLY & SYSTEMATICALLY ASK FOR CUSTOMER REVIEWS
- DRIVE REVIEWS ONLINE TO THE SITES THAT MATTER - GOOGLE, FACEBOOK, BBB
- SCREEN FEEDBACK
  - POSITIVE REVIEWS: TURN INTO GOOGLE AND FACEBOOK REVIEWS
  - NEGATIVE REVIEWS: CATCH THEM BEFORE THEY END UP ONLINE, IMPROVE PROCESSES BASED ON FEEDBACK
- USE POSITIVE REVIEWS IN YOUR MARKETING & SALES EFFORTS

NOTE: YOU MUST KNOW WHAT YOUR CUSTOMERS (AND PROSPECTS) ARE GOING TO BE TELLING THE WORLD ABOUT YOU... BEFORE THEY DO IT! ESPECIALLY IN TODAY'S 24/7 GOOGLE, FACEBOOK, TWITTER, HOMEADVISOR, ETC. CONNECTED WORLD.

## STEP 5: KEEP IN TOUCH... FOREVER

- IMPLEMENT A SYSTEM OF INTERESTING AND INFORMATIVE ON-GOING COMMUNICATION INCLUDING POSTCARDS, LETTERS, EMAILS, NEWSLETTERS (EMAIL AND PRINT) AND PHONE CALLS TO STAY 'TOP OF MIND,' PROMOTE OTHER SERVICES AND CONTINUALLY ASK FOR REFERRALS.
- BECOME YOUR CUSTOMERS "TRUSTED ADVISOR" FOR ANY HOME IMPROVEMENT PROJECT.
- ACKNOWLEDGE AND REWARD EVERY REFERRAL.



NOTE: THE MAJORITY OF REFERRAL OPPORTUNITIES COME LONG AFTER THE JOB HAS BEEN COMPLETED. FOR MAXIMUM REPEAT AND REFERRAL BUSINESS YOU NEED TO REMAIN TOP OF MIND WITH YOUR CUSTOMERS 2 MONTHS, 6 MONTHS, 15 MONTHS, EVEN 60 MONTHS AFTER YOU'VE COMPLETED THEIR PROJECT. ASSUMING THAT YOUR CUSTOMERS ARE LOYAL AND WILL CALL YOU WHEN THEY NEED SOMETHING ELSE OR RECOMMEND YOU WHEN THE OPPORTUNITY COMES WILL COST YOUR BUSINESS A LOT OF MONEY.



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