

The Most Effective Customer Retention Product You Can Buy!

The best business is repeat business.

That may seem obvious, but not many of us actually have a set program to retain those hard-won customers.

Why they forget you...

In our business, you may only see the customer once or twice a year. Who can blame the customer for forgetting your name when you cleaned her carpets over six months ago?

So they won't forget you...

Imagine leaving your customer a token of your appreciation for her business. Leaving a bottle of HomePro Spotter makes so much sense. Every time she has a small stain to get out she'll be reminded of your company name.

Keep your customers.

Finding new customers is important but keeping old ones is far less expensive and far more lucrative, especially when HomePro is so inexpensive and easy to order. The HomePro program is a proven customer retention method that will help you keep your customers off the market.



Here are some comments from professionals who have been participating with Bridgepoint's personalized spotter program.

*"Our customers love it! [HomePro] is a nice product and it does everything that you say it's going to do. Clients call all the time - they want to make sure they can get another bottle of spotter. I have looked at my computer data and I have 60% more repeat customers than I did three years ago before using the HomePro program."
Keith Aderhold, Clean Enuf 4 Mom*

*"HomePro is an amazing product! Our clients love it and frequently ask for re-fills. It keeps our name in front of our clients and makes it easy for them to call us for cleaning. Our clients wish it was available to them by the gallon."
Kathy Hammond,
Allied Carpet Cleaning*

*"The HomePro Spotter program is a great customer retention program. Every customer that has received a bottle has been a return customer."
Robin Cassell, Carolina Carpet Masters*

HOME PRO SPOTTER

It's hard to deny that giving or selling HomePro to your cleaning customers is the most effective marketing and customer retention you can do. At 12 oz. and **only \$1.74 each**, HomePro costs very little to give away, but is substantial enough to sell. We will have your HomePro with your name and number shipped to you within 5 working days.



**BRIDGEPOINT
SYSTEMS**

542 West Confluence Ave, Salt Lake City, UT 84123
1-800-658-5314 • www.bridgepoint.com