

The **FAST TRACK**



Client Base Marketing Module

The System That Reveals How to **DOUBLE** Your Business without Adding a Single Customer!

Other than doing nothing, there is one single marketing mistake that is the biggest, most costly mistake a carpet cleaner can make...**NOT MARKETING TO YOUR EXISTING CLIENTS!**

Studies have proven that it costs 500% more to gain a new client than it does to keep an existing one. Not properly marketing to your existing client base could be costing you thousands of dollars per year.



Experience has also proven that companies that are not effectively marketing to their client base properly can **DOUBLE** their business and massively increase their take home pay by getting their existing customers to...

Use more of their services...clean more often...refer other clients!

This module contains the entire follow up system used to build a \$2.2 million dollar high end carpet cleaning business. Proven thank you letters...referral cards...follow-up call scripts...comments cards...and more.

And get this.... It includes a "Sales Sheet" for every service. Can you imagine when your customer asks you about upholstery cleaning, you can simply hand them a sales sheet that "sells" the upholstery cleaning job for you?

Included as a special bonus is a powerful sales sheet for carpet protector. This document alone produces thousands of dollars in protector sales for users all over the world

Plus, You will get a sample of a proven newsletter that you can subscribe to and sales post cards that will bring you more business. This newsletter works to bring Howard Partridge's company new business on a constant basis.

For a Limited Time Only, The **FAST TRACK** Client Base Marketing Module includes a **BONUS DVD Presentation of Howard Partridge – Live;** and a **BONUS Audio CD** so you can watch or listen to reinforce your learning wherever you go!

Remember that **ALL FAST TRACK Modules** come complete with a narrated, interactive PowerPoint learning presentation, manuals, a computer CD packed full of sample forms, brochures and ads, and ready to print materials. Some also come with ready to present consumer computer presentations and videos.

The **FAST TRACK** Client Base Marketing System Module Includes...

- ✓ Confirmation Call Script
- ✓ Quality Check Call Script
- ✓ Post Job Communication Script
- ✓ Thank You Letter
- ✓ Free Trial Offer Card
- ✓ Comment Card
- ✓ Customer Survey
- ✓ Sample Newsletter
- ✓ Sample Post Cards
- ✓ Reminder Letter
- ✓ Gift Certificate Form
- ✓ 12 Step Carpet Cleaning Sheet
- ✓ Carpet Protector Sales Sheet
- ✓ 12 Step Upholstery Sales Sheet
- ✓ Fabric Protector Sales Sheet
- ✓ 9 Step Oriental Rug Sales Sheet
- ✓ 12 Step Tile & Grout Cleaning Sheet
- ✓ How to Care for Your Carpet Sheet
- ✓ How to Care for Your Upholstery
- ✓ How to Care for Your Oriental Rugs
- ✓ How to Care for Your Leather Sheet
- ✓ How to Care for Your Tile Sheet
- ✓ Consumer Spotting Guide
- ✓ Consumer Products Ready Made Ads
- ✓ Sample Customer E-Mail
- ✓ 20% Off Flyer
- ✓ Price Increase Flyer
- ✓ Lifetime Value of a Client Spreadsheet

Just one script in this package cut the amount of “call-backs” and “re-do’s” for successful companies between 50% and 95%! If you have technicians, you need this call script!

New Set of Bonus Postcards now included – Howard Partridge has added a new set of sales postcards that he has already tested in his own business that work to bring in more sales!

PRICING: Part Number FT005
Price \$329.00



To order, call your local Bridgepoint Distributor, or Call Richard Michaelson, the Business Support Programs Manager for Bridgepoint Systems at 1-800-794-7425, extension 130.



The **Fast Track** Business Growth Modules were developed by Howard Partridge and Bridgepoint Systems. Howard Partridge operates one of the industry's most successful high-end carpet cleaning businesses, having



built his company from the trunk of his car to a \$2.2 million dollar enterprise. The systems and strategies included in the **Fast Track** Modules are put to use every day in Howard's company, Clean As A Whistle, in Houston, Texas. Take your company to the next level by implementing the **Fast Track** System!