

Referral Packs



Pack Contents

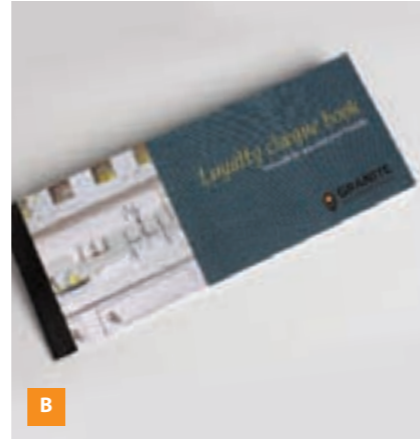
When advertising we want our consumers to know that what we are saying is real and therefore it should be reason enough to bring that person in. The most powerful method to accomplish it is word of mouth.

Why? Trust is the single benefit that comes from word of mouth methods of advertising. With word of mouth, studies have shown, people simply believe it. Would you trust your friend? Of course! For this reason, any type of business can benefit from effective word of mouth advertising.

How do we accomplish this? You want to encourage your customers that they have something to talk about. One method which has been successfully used by a few GT franchise owners is visiting the client after the installation process. This allows you to (a) inspect the quality of the job to ensure that standards are maintained and discuss any issues that might not have otherwise been brought to your attention and (b) further cement the relationship by personally handing over a gift bag as a token of appreciation. Very few companies do it and it will leave a lasting impression and most importantly give the customer something to tell their friends about?



A



B



C



D



E



F



G

A Magnet £0.60 (min order of 50)
Your vans are mobile billboards. Placed on the side of your car or van doors, these business card size magnets allow customer to help themselves and generate enquires. These magnets can also be placed on the underside of the sink once an install has been completed for the customer's reference.

B Cheque Book £TBA
A booklet in the form of a cheque book that refers both the existing customer and the new customer with a clear call to action offering them both £50. The referring customer receives £50 for every successful referral, and the referred customer gets a cheque for £50 to use against the cost of their worktop.

C Black Menu Propellor Trivet £6.00 (min order of 4)
These high grade smooth, tactile silicone trivets provide complete protection of worktop surfaces from hot pots, complete with elegant aluminium carry case that fits neatly into cutlery drawer when folded. This ties in with our product warranty.

D My Table Cook Book £4.00 (min order of 12)
All over the USA, Australia, and the UK franchisees are using the GT My Table Cookbook as part of their CRM strategy. It is a cheap but extremely effective gift idea for customers. It's likely the cookbook will be used by the customer on a regular basis, even handed over to friends.

E E-Cloth £4.00 (min order of 20)
The exceptional cleaning power of E cloth and water provides a revolutionary way to clean. Cleaning without chemicals significantly reduces health risks in the home and at the same time, is good for the environment. E-Cloth fibres, 1/100th the width of a human hair, give a deep and smear free clean by breaking and holding grease and dirt which ordinary cloths leave behind this ties in nicely with our GT Eco Philosophy.

F GT Apron £6.50 (min order of 50)
These top quality aprons are made from unbleached cotton using a traditional panama weave made from certified organic sources and grown with the least impact on the environment.

G GT Shopping Bag £1.95 (min order of 50)
The fibres in this jute bag are uneven in diameter and are highly resistant to stretching; this gives jute its natural slightly rough appearance. Using a jute bag is one way to take personal responsibility for minimising waste and for using resources in a sustainable way. Reusable bags help to promote waste minimization activities and to boost environmental awareness. Jute itself is virtually an organic textile and will biodegrade completely at the end of the bags life. Bag Dimension: h30 x w36 x d19cm.

