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Can Your Business Handle More Sales?

If not, your business is operating at peak capacity and cannot handle more volume at this time. Please pass this message on to a business owner who is looking to increase business profits.

If there *is* growth potential in your business, is it worth 15-20 minutes of your time to find out how you could increase the financial success of your business? Ask yourself: what would it mean to you for your business to generate additional sales during slower times or sell some excess inventory? Would it help cash flow or ease some scheduling burden? How would your life, as the owner, improve with improved profitability?

How Much Is a New Customer Worth to Your Business?

Let's suppose that your average customer generates \$300 in profit to your business each year. And let's suppose that your customers continue to do business with you for three years. Your average customer is then worth \$900 in lifetime value to you. Add to that the profits you enjoy from word of mouth and direct referrals - those advocate customers are worth *even more!*

How Much Should You Spend to Acquire a Customer?



Many business investors demand a 20% return on their money spent, how about you? If you spend \$750 up-front to earn \$900 over the lifetime, there's the 20% return on your investment. (Invest \$750 to earn \$900 margin - that results in \$150 profit, or 20% return.) Many business owners do not know what a new customer is worth in lifetime value and yet continue to spend precious resources without tracking the results or knowing their Return On Investment. That can change!

What are You Doing to Keep the Customers You Already Have?



After investing precious money to acquire each new customer, can you relax and enjoy the lifetime value associated with that customer? No - your best customers are your competitor's top prospects. If your business, like the average American business, loses 10% of that valuable customer base each year, you must replace those sales just to stay even! (When we meet, you'll learn the #1 reason why 2/3 of customers defect to a competitor!) Follow our **Customer Connection and Retention Program** and your loyal customers will increase their sales frequency, spend more each visit and gladly refer others to you - resulting in more sales for your marketing dollar. Now, isn't that the effectiveness you want?

Call 800-503-1972 today! We will cover a few quick questions to confirm your business growth potential, the opportunities to increase your revenue as how to get started right away!

Thank you,

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Some Frequently Asked Questions

Q: Our business doesn't have a customer list, how can you help us?

A: We find that once an owner makes the business decision to connect with and retain customers, the managers and staff quickly become excited about increasing sales and referrals. We are available to help train managers and staff with proven ideas on how to quickly build that database.

Q: We have tried other promotions which didn't work, how is this different?

A: First, we will confirm your expectations of a program. Next, we ask that business owners to follow the Customer Retention Program consistently and track the results for six months. You'll be pleasantly surprised how your customers react to being appreciated. Yes, they will respond very positively to your taking the time to treat them special or let them know about an exclusive offer.

Q: We see the Talk Fusion and SendOut Cards logos on your website and blog, how are they associated with the program?

A: Once we start building your customer list, there are many ways by which you can connect with your customers but they all come down to one or both of two means; physical or electronic communication. We find that the Talk Fusion and SendOut Cards products are very powerful and cost effective tools.



**Is your email campaign just like the others?
Set your business apart from the
competition by using video. For as little as
\$175, your business gets a full package of
video solutions including video email, video responder to web subscriptions, video blogging
and video conferencing.**



**These Picture Plus post and greeting cards are not email cards
are great event reminders and are an excellent way to
remember birthdays, anniversaries and occasions – and you
can include a gift with the card! Cards are produced,
addressed, stamped and mailed, with gifts, by SendOut Cards.**

Q: I understand the importance of marketing to existing customers, Dan, but I don't have the time or people to do this right now. I just don't see how or when I could implement this program.

A: That's why we also offer a valuable service where we can take care of managing your customer list and making sure your pre-approved marketing messages get delivered. Assign this to us and you can focus on your business specialty. This ensures that the program gets done and you don't have to take an employee away from their job responsibilities.

THE RIGHT PRODUCTS



Video Email



Video Conferencing



Fusion Wall



Video Blog



Video Share



Video Auto Responder



E-Subscription Form

STARTER

\$175

and \$20 per month

- (1) USER
- 5 MINUTE RECORDING TIME

PURCHASE NOW!

You will receive:

- Video Email
- Video Conferencing
- Fusion Wall
- Video Share
- Video Blog
- E-Subscription Form
- Video Auto Responders

EXECUTIVE

\$375

and \$20 per month

- (5) USERS
- 10 MINUTE RECORDING TIME
- (1) CUSTOM TEMPLATE

PURCHASE NOW!

GET STARTED TODAY!

Contact: Dan Alcorn dgalcorn@aol.com (800) 503-1972
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Ways To Get Started

Package	PicturePlus™	Monthly Auto-Order	Personalized Handwriting Font	Points Included
\$398 Wholesale Premium <div style="border: 1px solid black; padding: 5px;"> <p>optional \$59 Entrepreneur Kit</p> <ul style="list-style-type: none"> • License to share business • Retail profits, bonus and commission • Business opportunity website • URL display on cards • Unlimited Opportunity DVDs • 5 seminar tickets </div>	Yes (version 2.0)	\$15.50 50 pts @ \$.31	Yes	200 (good for 60 days) Treat 'em Right Seminar ticket
\$199 Preferred Package <div style="border: 1px solid black; padding: 5px;"> <p>Available Upgrade \$49 personal handwriting font</p> </div> Code: (100)(40)(140)	Yes (version 2.0)	Points purchased as required @ \$.49	No	100 (good for 60 days)
\$99 Retail Package Plus! <div style="border: 1px solid black; padding: 5px;"> <p>Available Upgrade \$49 personal handwriting font</p> </div> Code: 20	Yes (version 1.0)	Points purchased as required @ \$.49	No	NA