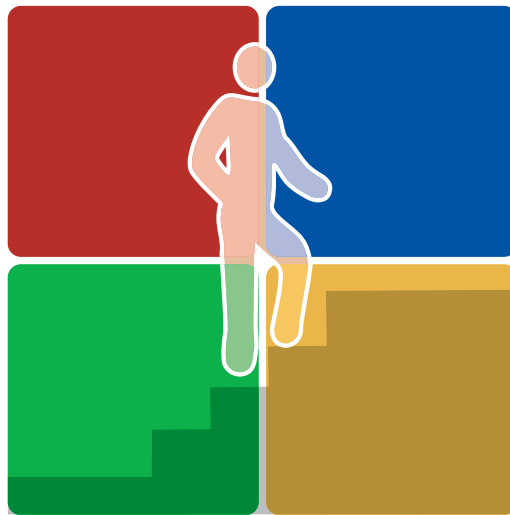


# 4 Steps to Increasing Your Sales



By Mike Trowbridge  
and Charlie Cook

# 4 Steps to Increasing Your Sales

*Creating more opportunities  
to grow your business*

by Mike Trowbridge  
and Charlie Cook

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# Yes, There Is A Better Way

Business owners, sales and marketing managers know that it is a challenge to generate a steady stream of new and repeat business. In spite of all your promotional efforts, you may not be attracting as many customers as you want. When people do call or walk into your show room (or you visit them in their home), you encounter objections and resistance. Even if they need your product or service it can be tough to close the sale.

Over the years, we've experienced the same frustrations and know that they can keep you from reaching your sales objectives. Fortunately there is a better way to market your products and services, increase your sales, and reach your revenue goals.

We wrote this short marketing guide to show you how to improve your marketing and grow your business through the use of travel incentives. The specific strategies and techniques described in this book have helped small and large companies alike including:

Ist Federal Savings Bank, American Cancer Society, American Manufacturing, AOL- Time Warner, Atlanta Braves, Calvert Health Care, Carrier, Chevrolet, Continental Airlines, Donan Engineering, Dress for Success, Evergreen Furniture, Florida Hospital Foundation, Friendship Preschool, General Electric, Indiana Forms & Labels, John Deere, Johnson Controls, Mary Kay, Newsday, Red Lobster, Reliant Title...

To view the full list go to <http://www.GetUpandGo.com/client-list.htm>

You get the idea. The marketing strategy and techniques described in this guide work. Use them to grow your business.



# Contents

## How To Get More Clients and Increase Profits from Existing Efforts

Make the Marketing Cycle Work For You



### 1. Getting Attention

How to increase response rates and lower your marketing costs



### 2. Engaging More Prospects

Get more prospects to actively engage you in your sales process



### 3. Closing More Sales

The easiest way to increase the perceived value and close more sales



### 4. Increasing Add-On Sales

How to turn sales into bigger sales



### Do the Math

A simple way to identify the lowest hanging fruit in your business model



### Motivating People to Act

Understanding “Gravity” and how it works so you can pick the right premium to do the job.

**Additional Marketing Resources available at** [www.GetUpandGo.com](http://www.GetUpandGo.com).





# How To Get More Clients and Increase Profits from Existing Efforts?

If you own a business or are responsible for marketing one, this should be one of the questions you ask yourself on a regular basis. Answering it is critical to the survival of your business.

You may be frustrated by the lack of results from your present marketing and sales efforts. Despite time and money spent on advertising and promotion, you aren't getting as many new clients as you want. And even though existing clients are highly satisfied with the services and products you provide, past work doesn't translate into add-on work or upgrades as often as you would like.

**What can you do to get more qualified leads and increase the conversion rate of leads you are already generating?**

## *Make the Marketing Cycle Work For You*

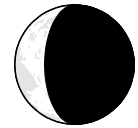
The four steps of marketing are as predictable as the phases of the moon. Work with the marketing cycle to generate a steady stream of prospects and to convert prospects to clients who buy more product.

### **Understanding the Marketing Cycle**

No matter how much you might like to have a full moon on any given night, you can't skip the quarter moon and half moon to get there. Similarly, your marketing needs to take people through four phases and a series of steps to move them from prospect to client and then to "premium client" status.



The first phase of selling is **Getting Attention**. People need to know that you exist and find out what it is that you do or offer before they can respond. The second phase is **Engaging Prospects**; once you have a prospect's attention you need to motivate them to engage you in your total sales process.



Getting  
Attention

The third phase is **Closing Sales**; before a prospect will part with their hard-earned dollars, they need to be motivated to make a commitment. The only time they'll make a commitment is when the perceived value of your products and services outweighs the money you are charging.



Engaging  
Prospects

The final phase of the marketing cycle is **Increasing Add-On Sales** by upgrading your customers to "premium clients." Aftermarket goods and services is where your highest profits typically lie.



Closing  
Sales

## One Step At A Time

You can't affect the moon, but you can control the marketing and sales sequence. You can influence your prospects and generate a steady stream of clients and customers, through the use of travel incentives.



Increasing  
Add-On Sales



Think of your marketing as a series of short flights of stairs into your business. First you help prospects become aware that your products and services exist. Then engage you in your sales process. Then you motivate them to buy from you, then you get them to buy more from you. Step by step, you move them through your **business model**.

If you miss a step or two in the marketing and sales sequence, your prospects will stumble and won't make it to the closing table and they probably won't visit again. If you mix up the sequence, prospects will miss a flight of stairs and won't take the steps you want them to take to become profitable clients.



**Getting Attention, Engaging Prospects, Closing Sales and Increasing Add-On Sales; a four-step sequence** that you can anticipate and influence using the steps discussed below.

Put these steps in order and you'll move many more clients and customers through the marketing, and sales sequence to purchase your products and services. This book will show you a logical approach to maximizing your business model, step by step.





# I. Getting Attention

If prospects don't know you or your products and services exist, you won't be able to grow your business. You want prospects to take notice when you run an ad or send out a mailing. What's the best way to get their attention so they take the next step and contact you? Give them something they really, really want.

Too often, marketing professionals and business owners think that touting their expertise and the benefits of their products and services will get them the attention they want.

## Attention Getters

1. Newspaper Ads
2. Web Banners
3. Store Banners
4. Radio & TV Spots
5. Direct Mail
6. E-mail Blasts



This approach can be fatal to your marketing. If you bundle your goods or services with something that has wider appeal (like travel) you'll get more attention and generate more traffic. It's that simple!

## Start with Client Concerns

To get your prospects' attention, focus your marketing on their interests and concerns. Let them know that you understand their biggest worries or desires as they relate to your products and services. While your goal is to sell more, the key to increasing traffic is to help prospects get what they want and to realize that you have the solution to their problem or concern.

Clients' biggest concerns are their own needs and wants, not your product features, processes or credentials. Show them that you know all about the problems they are experiencing. You'll get their attention and have the opportunity to demonstrate your expertise and the products and services you provide.



### ***Ideas to Implement***

- Develop a marketing message that describes the problem you solve for clients and prompts prospects to contact you.
- Offer your prospects something they want for free and they'll take notice.

### **Using Travel Incentives**

- One of the best ways to get attention is to give your prospects something they already want just for coming into your store, or for making an appointment for you to come to their home.

## **APPLICATION**

### **Problem**

How to get more prospects to an auto dealership?

### **Get Up & Go!'s Solution**

A car dealer in Boulder, Colorado wanted to get more prospects into his showroom. Working with Get Up & Go! the dealership offered a 3 day/ 2 night getaway, just for coming into the showroom.

### **The result?**

During the month long promotion over 500 people were motivated by the offer to come into the dealership, resulting in over 500 new prospect relationships and 100 additional sales for the month. That's well over \$200,000 in additional revenue as a result of running the Get Up & Go! travel certificate program.

**Discover How You Can Get More Attention with Travel Incentives** [Click here http://www.getupandgo.com/adrtg-traffic.htm](http://www.getupandgo.com/adrtg-traffic.htm)





## 2. Engaging Prospects

Okay, now that you've got a prospect that has responded to your ad, should you launch into your sales pitch and go for the "sale"?

No. At each step of the way you need to stop and get a new commitment from your prospect. The first is to respond to your ad. The second commitment is getting their permission to listen to your sales presentation. At each step in the process your prospect needs to understand the value of making the next commitment.

Whether you manage property, sell luxury automobiles, boats, credit cards or real estate, once you have your prospect's attention, you want them to stop what they are doing and pay attention to what you have to say. You want them to set an appointment to come into your store, meet with one of your sales representatives or to complete an online flash video presentation.

You want your prospects to engage you in your sales process. Ideally every qualified prospect that saw or heard your AD would immediately get in touch with you to find out more. Does this happen? Of course not. There are four steps to a sale and this is step two. Don't cut corners.

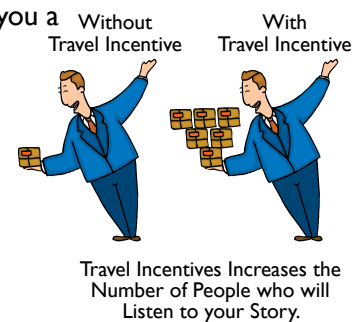
Here's how you can increase the number of people who give you a commitment to listen to your story.

### *Give Prospects a Reason to Listen to You*

Increase the number of qualified prospects who will listen to your sales presentation by giving them a reason to engage you. Better yet, give them multiple reasons to engage you.

#### Types of Engagement

1. *Setting an appointment*
2. *Filling out a survey*
3. *Getting a free estimate*
4. *Sitting through a presentation*
5. *Signing up for a free trial*
6. *A test drive*





The first reason should be that your product or service solves a problem or concern they have, that you can help them get what they want. While you'd think that would be enough, with your competitor offering the same product you need to provide your prospect with additional motivation. You want to make your firm the obvious choice for them to do business with. How can you do this? Side by side, the offer that includes travel as part of their offer will outperform the non-incentive offer.

### ***Ideas to Implement***

- Offer something for free. Imagine you have a prospect that needs and wants your products or services. They are at the point where they are ready to contact a service provider and trying to decide who to contact. Free offers differentiate you from your competition and motivate your prospects to engage you, not the competition.
- Say These Words... Whether you buy from us or not, keep the vacation as our gift. It's our way of saying "thank you" for listening to our presentation.

### **Using Travel Incentives**

- Offer prospects a complimentary vacation certificate just for meeting with you.



## **APPLICATION**

### **Problem**

How to get a better response from your mailings and increase sales?

### **Get Up & Go!'s Solution**

Images 4 Kids, a new franchise in Conway, AR was looking for a way to get more schools to try their children's photography services. They wanted to improve on the 1% response rate to their mailings.

GetUp&Go! Provided two affordable travel incentive packages to use to help get more schools interested and signing up.

### **The result?**

Their response to their mailers went up by 700%! In addition 100% of the schools that contacted Images 4 Kids booked for two sessions instead of one.

"We were amazed by the results! Thank you for providing us with such dynamic marketing tools." Nikki Bryant, Owner, Images 4 Kids

Discover How You Can Close More Sales with Travel Incentives.

**Discover How You Can Prompt More Inquires with Travel Incentives** [Click here http://www.getupandgo.com/gettingstarted.htm](http://www.getupandgo.com/gettingstarted.htm).





## 3. Closing More Sales

You've got a qualified prospect in your showroom, on the phone or at your website. They need and want your product or service but you're having a tough time getting a commitment and closing the sale. Has this ever happened to you?

**What's getting in the way and what can you do to eliminate prospects' objections so you can close more sales?**

### Closing Tools

1. *Dropping the Price*
2. *Better Financing*
3. *2-for-1 Offers*
4. *Extending the service period*

### Stop Selling and Start Helping

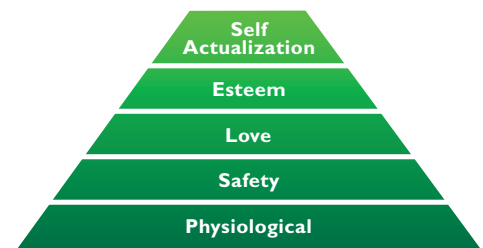
A common mistake when a prospect's interest appears to wane is a sales rep will start listing features and benefits and explaining processes and credentials. As impressive or extensive as these may be, it is far more effective to get **your prospects** to tell you why they should buy your product.

Your firm may have been in business for hundreds of years, and sold trillions of dollars worth of goods and services, but closing your next sale depends on just one thing. It depends on helping your prospect get what they **think** they want.

Ask questions to help your prospects clarify what they are looking for and then tell them how you can help them. When a prospect explains **to you** what they need and want it is ten times easier to make the sale. In most cases, you won't even need to "ask for the sale". They'll ask first.

This is a very hard skill to learn. The easier and more predictable way to easily increase your closing percentage is to **make them an offer they can't refuse**. You can do this by simply increasing the perceived value of the offer to a point where it is hard to say "no".

### What do People Really Want?



Maslow's Hierarchy of Needs





Companies take many different approaches to giving their sales force effective, meaningful closing tools: (see side prior page)

The problem with these traditional tools are:

- The cost is enormous (value-to-cost is one-to-one)
- It decreases your business' "average sale" amount
- It cheapens the value of your core product or service
- It does not expand other areas of interest, which may motivate them to buy
- Decreases the opportunity for "up-selling"

Increasing the perceived value of your total offer without significantly increasing costs is not easy to do – until now.

### ***Ideas to Implement***

- Get prospects to define what they are looking for; what they need and want. Use a series of questions to get them to define their concerns and the specific solution that would satisfy them.
- Instead of talking about how reliable your firm is or the guarantee you offer, use leading questions to get them to define what's important to them.
- Make your prospects an offer they can't refuse.
- Eliminate price wars. Bundling your product with a travel component eliminates their ability to shop price.





### Using Travel Incentives

- Include a vacation certificate in the deal to give your prospects yet another reason to make a purchase decision **today**.
- Use a vacation certificate as a bonus when your prospects' purchase reaches a specific dollar amount and you'll easily increase the dollar amount of your average sale.
- Sales reps love using vacation incentives. Give them this powerful closing tool and watch your sales increase.

### APPLICATION

#### Problem

How to attract new customers many of whom already are using another service provider?

#### Get Up & Go's Solution

First State Bank in central Arkansas wanted a way to motivate those "on the fence" prospects to go ahead and move their accounts away from the competitors and open up a new account. They decided to give GetUpAndGo's three day / two night vacation packages a try.

#### The Result

The number of new customer accounts grew by 100% in some areas. According to Lori Case, Vice President of Marketing for First State Bank, "The results exceeded our expectations."

**Discover How You Can Attract More New Clients with Travel Incentives** [Click here http://www.getupandgo.com/adtg-moresales.htm](http://www.getupandgo.com/adtg-moresales.htm).





## 4. Increasing Add-On Sales

### *How to Turn Sales into Bigger Sales*

There are four ways to increase your net profits; reduce costs, increase average sales, attract more clients or sell more to existing clients. When you consider that it costs you at least 60% (and as much as 600%) more to sell a new client than to an existing one, it's clear that your best marketing opportunities are existing clients.

You provide a great product or service and you have plenty of satisfied clients, but you want to increase the size of the initial sale. What can you do to increase your profits?

#### Add-On Sales

1. *Extended warranty*
2. *Upgraded service*
3. *Attachments & accessories*
4. *Protective coatings*
5. *In-house financing*

**Are you selling as many of your services or products as you could to your existing clients?**

**Could you increase your revenue by doing a better job of selling more products to existing clients?**

### *Renew Your Marketing Effort At The Closing Table*

A common marketing mistake is to think that once you've completed the initial sale, your sales job is done. The opposite is true. Once you've made your first sale and secured a commitment from them, you should begin the process of what is known as incremental, add-on or **upgrade sales**.

Of course, you don't want to constantly be "selling" to clients. That would get tedious for you and your customers and they'd be unlikely to want to maintain the relationship. Instead, continue to educate them about other areas of need and how you help clients enhance their investment. In many cases these are your areas of highest profit margin.



When clients are at the closing table, you've already brought them up the first three flights of stairs. At no other point in the sales process will they be this high. It is the perfect time to ask them to buy more **and the easiest time to ask them**. Since you've already made the initial marketing investment to get them to this point in the sales process, add-on and incremental sales by their very nature carry your company's highest profit margins.

### Question

*Which customer is easier to sell more product to?*

- a) *the one sitting at home*
- b) *the one sitting in front of you*

## Referrals

As a subset of add-on sales, referrals are a good thing too because they bring into the prospecting universe a higher quality lead. Unfortunately, referrals typically do require additional marketing dollars to bring those prospects up the first three flights of stairs. It is much easier and more cost effective to sell ad-on goods and services to the prospect sitting in front of you than to bring in a new referral who has never met you.

## Cancellations

Another subset of add-on sales is having a systematic process to “save” your recisions and cancellations. It is the most profitable and most frequently overlooked area of small-to-medium sized businesses.

### Ideas to Implement

- Use each contact as an opportunity to educate your clients and help them understand the issues, problems and solutions relative to your area of expertise and products. The more educated your clients are the more they'll realize they need your expert assistance and your products.
- Transform client satisfaction into additional sales. Regularly ask them questions designed to get positive feedback. Just after your clients have provided positive feedback is the perfect time to ask them a couple of questions to identify additional needs and to mention the solutions you provide.
- Give your clients a thank you present for purchasing your accessories or add-on products.





## **APPLICATION**

### **Problem**

How to improve customer retention?

### **Get Up & Go's Solution**

Publisher Agribusiness Dairyman wanted a way to increase customer loyalty and increase business from existing clients. They were looking for a gift to use with that was more meaningful than the traditional box of chocolates. Year after year they'd looked but couldn't find the right thing that fit into their modest budget and still provided the desired impact.

GetUpAndGo! Provided a travel incentive package to use along with additional marketing materials and support.

### **The result?**

"GetUpAndGo! travel incentives have been a home run for us! They are one of the best marketing tools I've ever used. Our clients are more satisfied with your services and I doubt they'll allow us to go back to just a box of chocolates."

Tom Nortwick, CEO, Agribusiness Publications, Sanger, CA

Discover How You Can Increase Client Satisfaction and Get More Repeat Business Too with Travel Incentives

**Discover How You Can Generate More Repeat Business and Referrals with Travel Incentives** [Click here http://www.getupandgo.com/](http://www.getupandgo.com/)



$$E=mc^2$$

## Do the Math

A simple way to identify the lowest hanging fruit in your business model

Where should you start? Where can you get the most gain for your efforts? To know where to focus your efforts is to take a look at what you're doing now.

First, break out your business model into the 4 steps, then quantify each component. To do this you will need to determine your actual Response rates, Engage rates, Close rates and Average Sale amount and lay it out in a grid like below. Leave some room in the spreadsheet to play with the model.

Understanding Your Marketing Business Model	Status Quoe	Increased Performance through Incentives				
		Response Rate	Engage Rate	Close Rate	Average Sale	All Four
Projected increase from using an incentive	0%	30%	30%	30%	30%	186%
Response Rate (number of marketed inquiries)	10%	13.0%	10.0%	10.0%	10.0%	13.0%
Engage Rate (number of sales presentations)	35%	35.0%	45.5%	35.0%	35.0%	45.5%
Close Rate (number of sales)	15%	15.0%	15.0%	19.5%	15.0%	19.5%
Average Sale (incl. upgrades and ad-ons)	\$1,000	\$1,000	\$1,000	\$1,000	\$1,300	\$1,300
ROI (dollars in sales per \$1 in marketing)	\$5.25	\$6.83	\$6.83	\$6.83	\$6.83	\$14.99
Marketing Cost %	19.0%	14.7%	14.7%	14.7%	14.7%	6.7%
Increase in Profit Margin	0.0%	4.4%	4.4%	4.4%	4.4%	12.4%

### Here's The Secret

The better you're doing at a certain "step" of the marketing model, the harder it is to improve (i.e. – it's harder to do better than 100%, right?). Alternately, the lower a performance metric, the easier it is to improve because there's a lot of room for improvement. A 3% increase in response rate would be huge, right?



In this example, the metrics that is the easiest to influence is the response rate. A 1% increase in response rate will increase your profit margin by 1.7%. Alternately, you would need a 3.5% increase in response rate will increase in your **engage rate** to reach the same 1.7% effect on profit margins. In this model, the low-hanging fruit is increasing the response rates with a consumer travel incentive.

Now that you see how this formula works, take a moment and complete this form for your business model.

### Setting Goals

1. How much more would you like your company to be making? \$\_\_\_\_\_
2. How many more clients do you need to attract this year in order to meet your financial goals? \_\_\_\_\_

### Getting Attention

1. What percent of your target market is aware that your firm exists? \_\_\_\_\_
2. What is the response rate to your marketing efforts, your ads, direct mail, email, etc.? \_\_\_\_\_
3. Do you have a compelling marketing message that succinctly explains the problem you solve and prompts prospects to contact you? \_\_\_\_\_
4. Do you know what really motivates prospects to contact you?  
\_\_\_\_\_
5. Is the type of incentive you are currently using attracting the proper demographic type of client who are most likely to buy from you? \_\_\_\_\_
6. How much more could you make if you could increase your response rate by 30%? \_\_\_\_\_
7. Have you tried using travel incentives to increase this response rate in the past? \_\_\_\_\_



# Q&A

## Engaging Prospects

1. What percentage of people who respond to your ads engage you in a full sales presentation? \_\_\_\_\_
2. What's your ratio of responders to full presentations? \_\_\_\_\_
3. How many people actually sit through the full presentation? \_\_\_\_\_
4. What would be the impact if this increased by 30%? \_\_\_\_\_

## Closing Sales

1. What is your strategy for eliminating prospects' objections and helping them become clients and customers?  
\_\_\_\_\_
2. What are some of the objections you typically get at the closing table?  
\_\_\_\_\_
3. What would be the impact if your net closing rate increased by 30%?  
\_\_\_\_\_

## Increasing Add-On Sales

1. What existing things are you doing to encourage are people to buy more from you? \_\_\_\_\_
2. What other "value-add" products or services would your customers be inclined to purchase if offered? \_\_\_\_\_
3. Do your existing premiums and incentives point to your higher profit items?  
\_\_\_\_\_
4. What do you do to encourage existing clients to buy from you again?  
\_\_\_\_\_
5. How long (months and years) do clients and customers continue to buy from you? \_\_\_\_\_



6. *How much more could you make if you could increase this number by 30%?* \_\_\_\_\_
7. *What are you doing about cancellations and/or recisions?*  
\_\_\_\_\_
8. *What would it mean if you could reduce that number by 30%?*  
\_\_\_\_\_

## Areas of Marketing Opportunity

List the areas of your marketing you want to improve in order of importance below. Be as specific as possible. For example, is the problem with getting attention, engaging prospects, closing the sale or with increasing add-on sales?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Possible areas for improvement:

#### **Getting Attention**

- Your marketing message
- Response rates to your ads

#### **Engaging Prospects**

- Generating more leads with marketing campaigns
- Motivating prospects to listen to you

#### **Closing Sales**

- Ability to eliminate objections
- Gaining commitments to sales

#### **Increasing Add-On Sales**

- Generating additional sales from new clients
- Reducing cancellations
- Generating referrals





# Motivating People To Act

Understanding “Gravity” and how it works so you can pick the right travel incentive to do the job.

## What Your Prospects and Clients Want

You and your prospects are the same in at least one way. You both work long and hard to live the life you want. You put in those long hours to earn enough to pay for your home, your kids’ education, your cars, and to take vacations with your family and friends. A weekend or a getaway is a reward you look forward to and cherish.



## Why Travel Motivates

Have you ever gotten a mint or piece of candy with your restaurant check? Why do restaurants do this? Are they just trying to be nice? Actually, this simple action is designed to help them make more money based on the principle of reciprocity.

When you give people something they feel they owe you something in return and are more likely to make a purchase or an additional purchase from you.

### Gravity

*A premium’s ability to pull, induce, persuade or to otherwise convince.*

An article in Atlantic Magazine called “The Candy Effect” noted that restaurant servers who deliver the check along with a piece of candy made 18% more in tips. The authors of the original article in the Journal of Applied Social Psychology concluded that this is caused by the ‘norm of reciprocity.’ When people get something for free, they feel obligated to respond in kind with a friendly gesture. Add the additional tips up and the wait staff makes a lot more money every night.

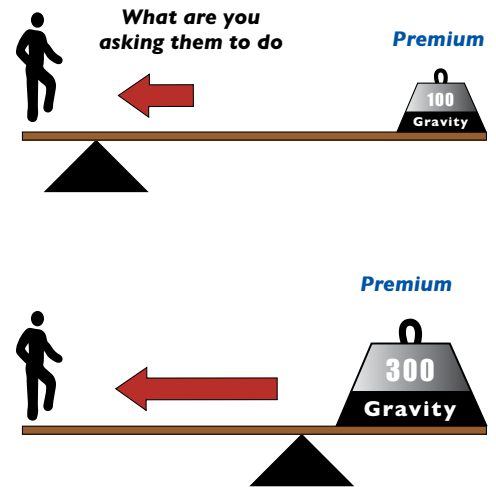
Unless you’re in the restaurant business, you will need to give away something with a higher perceived value to boost business. Imagine what a significant gift such as a vacation could do for your sales such as a vacation certificate.

**America**  
**LOVES TO**  
**Travel**



### Picking the Right Incentive to Motivate Prospects

You can move a pebble with a small stick but you need a large lever or maybe a front loader to move a boulder. If you want to motivate a prospect to come into your showroom, a weekend getaway would be sufficient. To motivate that prospect to buy a car, a week long resort stay would be in order.



### How To Use Travel to Increase Sales

Many people associate travel incentives with motivating prospects to buy big ticket items. In fact, due to their low price points, they are used successfully to boost sales in many smaller ticket items. Get Up & Go! has both experience and a successful track record in the following industries.

- |  |                                  |
|--|----------------------------------|
| • Advertising                                  | • Home Improvement Services      |
| • Apartments                                   | • Hospitals and Medical Firms    |
| • Autos  | • HVAC                           |
| • Auto Aftermarket Products and Services       | • Insurance                      |
| • Banking Services                             | • Internet Services              |
| • Boats  | • Investment Services            |
| • Building materials                           | • Manufactured Housing           |
| • Cable Services                               | • Memberships                    |
| • Call Centers                                 | • Media – Newspapers/ Radio / TV |
| • Carpets and Flooring                         | • Mortgage Services              |
| • Casinos                                      | • Motorcycles                    |
| • Cellular Phones and Services                 | • Pools, Spas & Hot Tubs         |
| • Charities                                    | • Recreational Vehicles – RVs    |
| • Consulting Services – Sales, Marketing, etc. | • Real Estate                    |
| • Copiers & Office Equipment                   | • Restaurants                    |
| • Credit Card Services                         | • Retail Products                |
| • Cruise Bookings                              | • Supermarkets / Grocery Stores  |
| • Exercise Equipment                           | • Timeshares                     |
| • Financial Services                           | • Trade Shows                    |
| • Furniture                                    | • Trailer parks                  |
| • Health Clubs                                 | • Travel Services                |





## How You Can Turn Travel Incentives Into Profits

Below are just a few of the many ways you can use travel incentives to help you get attention and increase sales and profits. To find out more about how you can use travel incentives to grow your business,

**Discover How You Can Generate More Business with Travel Incentives** [Click here http://www.getupandgo.com/](http://www.getupandgo.com/)

### **Selling More Autos**

- Generate more showroom traffic
- Close more sales
- Motivate customers to extend warranties

### **Increasing Profits from Carpet Sales**

- Avoid costly free installations
- Sign up more builders
- Generate higher dollar volume sales

### **Higher Copier Sales and Profits**

- Prompt clients to upgrade
- Increase price point of sales
- Generate referrals

### **HVAC**

- Generate more leads
- Offer closing incentives
- Add a service contract

### **Real Estate**

- Increase listings
- Generate open house traffic
- Prompt referrals from complementary service providers

***And Many More....***





# Increasing Sales with GetUpAndGo.com!

## *Discover How to Increase Sales*

**Want more new business than you ever imagined?**

[Click here](#) and fill in our online form to find out how you can increase sales.

**“Absolutely incredible! Using GetUpAndGo! certificates was our single most powerful client acquisition campaign ever launched! We experienced twice our growth objectives for the year’s business goals.**

**... Our success with the GetUpAndGo! travel certificates has been so overwhelming that we have had to actually suspend the promotion for a few months until we can catch up with all the new business.”**

Tom Hill, President, Hotel Traffic Builders, Coral Springs, FL

## *Learn How To Motivate Your Clients and Reduce Costs*

**Want more customers to use a particular payment plan? [Click here](#) to get all the details.**

**“Using GetUpAndGo! travel incentives we’ve increased our annual payment accounts by 100% and were able to completely discontinue monthly payment systems reducing our expenses by over \$12,000 a year. Thanks for a fantastic, easy to use and profitable marketing incentive program.”**

Kaleena Meachum, Shield Security Systems, Greenbrier, AR

## *Discover The Best Way to Get More Appointments and Sales*

**Want more prospects to meet with you and buy from you? [Click here](#) to find out how.**

**“GetUpAndGo travel certificates work to set more appointments, close more business, and make more money! If your sales manager won’t get them for you, get them on your own.”**

Shane Benway, Marketing Consultant, CBS Radio, Fresno, CA

**Find out how other businesses have used Get Up & Go! travel incentives to increase sales and profits at: <http://www.getupandgo.com/testimonials.htm>**

**Better yet, discover how Get Up & Go! can help you increase your sales and profits.**

[To get started click here http://www.getupandgo.com](http://www.getupandgo.com)

**Or call us at 800-960-4507**



## About the Authors

### Charlie Cook

For the past two decades, Charlie Cook's consulting services and marketing articles have helped hundreds of large and small companies attract clients, increase sales and obtain improved responses to ads and websites. His clients have included AETNA, AT&T, GTE, and Pitney Bowes. Organizations like Merck, Chevron, IBM and Boeing have also benefited from his highly-respected marketing manuals. Many customers have enjoyed an increase in lead generation and sales growth of 200 to 400 percent or more. For more information, visit <http://www.marketingforsuccess.com>.

### Mike Trowbridge

Mike Trowbridge has been involved in just about every segment of the resort and hospitality industry – including construction, development and property management. In addition, Mike has extensive experience and has held executive positions in sales and marketing. A graduate of Cornell University's School of Hotel Administration, Mike has developed and helped sell out many highly-successful condominium resort projects in Florida, Georgia, The Bahamas and England. Mike joined Fairfield Resorts in 1997 and is responsible for pioneering and overseeing the company's popular Get Up & Go! travel certificate brand. A winner of multiple ARDA awards in the fields of advertising and marketing, Mike continues to create new and innovative travel certificates and related products.

