

## **IS THE ECONOMY SLOWING DOWN YOUR BUSINESS?**

The economy is in a recession and money is in short supply now. People are not spending money on home repairs, pools, cars or many other products and services. You need to give your customer a reason to spend their money.

To remain competitive in today's market you have to have an edge. You have to be able to offer prospects and customers something that none of your competition has, and we can give you that competitive edge. We work with hundreds of companies nationwide. We have several products and services that will help increase your leads and closing rates.

Example 1: Your product or services will cost the customer around \$3,000. Don't discount your prices to get the deal. That's money out of your pocket. Instead, give the customer \$3,000 back in credit/debit cards so he/she is basically getting your product or services for free.

Example 2: Offer your prospect a free trip for two to 26 different cities in the U.S. plus Mexico including airfare just for doing business with you. Don't offer discounts such as a percentage off or dollars off. People are immune to those offers by now. Everyone is doing that so it's lost its impact. Can you imagine how you could use this vacation in your advertising? We have many great vacation packages.

Example 3: You sell cars or equipment to businesses. The cost of a vehicle is \$30,000. Don't drop your prices. Give the business \$30,000 back in credit/debit cards. The business can use the cards as employee benefits.

Remember that for one low monthly price you will be able to give away as many vacation packages as you want and offer your customers the credit/debit cards.

Please call or email us if you have any questions at all. Thank you.



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## BE COMPETITIVE IN 2009

This is a very difficult year for many businesses this year. Our economy is in a downturn and people are spending less money or at least making sure they get a good value for their money. Let us show you how we can keep your business pace rolling along even in this dismal economy. We work with hundreds of companies nationwide. We have several products and services that will help increase your leads and closing rates.

We have four products and services:

1. Vacation packages as sales incentives
2. Free dinner passes
3. Website Optimization and lead generation

**Vacation packages:** This is our main product line. We have 11 different vacation packages that you can offer to your prospects to help close sales or you can offer them to your current service club members to retain them. These are legitimate packages and not timeshare presentations. Which would you rather receive? A 10% savings or a trip for two including airfare and hotel to Las Vegas or Mexico? Do you see how the prospect would get much more excited? That is what we can help you offer to your prospects.

Remember that for one low monthly price you will be able to give away as many vacation packages as you want. One of our most popular packages is the airfare and hotel vacation. Your customer will receive two round trip airfares and two nights in a nice hotel in either Las Vegas or Orlando. Can you imagine how you could use this vacation in your advertising? We have many great vacation packages.

***And now for a limited time we will give you the entire first year of vacation packages at no cost to you!!***

Please review this brochure and I will show you how you can get your first year free and be able to give away as many vacations as you want at no cost to you. Please go to our website at [www.vacationmarketinginc.com](http://www.vacationmarketinginc.com) to see a list of the vacations that you can offer to your customers.

Call us to take advantage of our special offer.

## **Vacation Packages:**

Advertising is difficult for most industries. What good is all that direct mail, newspaper, radio or other advertising? All it will be good for is PR.

We can help you change all that. You have to give the customers a reason to actually call you when they get a direct mail piece or see any other ads. Giving a discount or a percentage off does no good. People are flooded with so many similar ads offering a percentage off or a certain discount. They become numb to it all. It all becomes so much wasted paper after a while. You have to offer something tangible that people can actually put a value on.

Which would you rather receive - A 10% savings or a trip for two including air fare and hotel to Las Vegas or Mexico? Do you see how the prospect would get much more excited? That is what we can help you offer to your prospects.

Latest government studies show that most American families are cutting their vacations short this year or canceling them altogether because of the economy. Now you can offer them a way to afford that vacation.

Remember that for one low monthly price you will be able to give away as many vacation packages as you want. One of our most popular packages is the airfare and hotel vacation. Your customer will receive two round trip airfares and two nights in a nice hotel in either Las Vegas or Orlando. Can you imagine how you could use this vacation in your advertising?

Vacation Marketing can help save your business money, increase sales and help retain current customers. We are the premier vacation incentive company in the nation. We provide vacation packages for businesses to give to their customers. We are currently offering special incentives. But we differ from our competition in many important ways.

- **Sales binder:** We will send you all the files you need to create professional sales binders so that your sales people can use them to close more sales. The binders will contain both copies of the certificates as well as explanations of each certificate so that your customer can read all about that particular vacation package.
- **Number of vacations:** Most vacation incentive companies only offer a few vacation packages to choose from. We offer over 11 different vacation giveaways for you to offer to your customers. We have everything including cruises, free hotel rooms, condominiums all over the world and free airline tickets. Most vacation companies out there make you choose one or two vacation packages to give away.

- Unlimited vacations: For the small monthly licensing fee, you'll be able to give away as many vacation packages as you want in a one year period. There is no additional cost on your part after your initial fee.
- Website link: If you have a website, then you will be given a link to add our certificate pages to your website so that you don't have to spend all your valuable time explaining the vacations. Go to [www.vacationpagesonline.com](http://www.vacationpagesonline.com).
- Better pricing: Most companies charge on a per certificate basis. Charges range usually from around \$50 to \$150 per vacation certificate. Those companies also required you to purchase a minimum quantity of certificates. Many spa dealers nationwide have purchased vacation certificates from companies in Florida and Southern California. They have to purchase 10 vacations certificates at \$150 a piece. We charge a small monthly fee that allows you to give away unlimited vacations. Our small monthly fee allows you to conduct marketing campaigns without having to worry about how many vacations you can give away.
- Logo: We can put your company logo on the actual vacation certificates.
- Sales tracking: We will provide you with monthly sales reports on your customers who actually redeem a vacation certificate. No other vacation company provides this service.
- Online vacation redemption: Now your customers can actually go online to [www.vacationpagesonline.com](http://www.vacationpagesonline.com) to redeem their vacations thereby cutting the processing time even more.
- Exclusivity: We only allow one business of any category in a geographical area to insure that business has a competitive advantage.
- Website Leads: We are now offering a new service only for our customers. Most people today use the Internet (Google) to find local businesses and phone numbers. You should be getting as many leads from your website as you are from other sources like the phone book. We can analyze your site and help you get better rankings in the search engines.

## How to Use our Services

**Closing Sales:** This is why we create a professional sales binder for your company with all the vacations along with detailed explanation pages. Most of you have outside sales people. Let's walk thru a typical sales cycle and how to use our system.

Let's use an air conditioner company for our example. You've already done your measurements and created your estimates for the customer. You're sitting down at the dinner table with the husband and wife going over the contract. We've all been there. You notice that the couple is looking at each other for signals on how to stall this and not sign the contract. Let's use some psychology here. First get agreement from them that they like what you've presented to them.

Now say "let's just put this contract aside for now". You can just see the sigh of relief wash over their faces. At this point just engage them in small talk. It's been well proven that people buy because they trust the sales rep and like him/her. Ask them where they went on vacation last year.

Next ask them, "How would you like it if we sent you there again this year for free?" They'll ask you how you can do that. Now must say two things to set them up for the contract signing. First, you have to say that your company is the only A/C or heating company in the area that has this program. That tells them that they can't get this offer elsewhere so there is no need to talk to anyone else. Second, you say that for every new customer that does business with your company that you can give them a vacation package. That tells them that they have to sign the contract if they want the vacation.

Then you bring out the vacation sales binder and let them look thru it. Let them decide which vacation they want since everyone has different tastes. You'll notice them get excited about a particular vacation. Ask them if that is the one they want. Fill out their name and address on the certificate and give it to them. You will see the surprise and satisfaction in their faces. At this point you will bring back the contract. Odds are that they will now sign the contract.

**Customer Retention:** Many industries make money on service contracts. Create a club plan. For every year that your customer remains a club member they get a free vacation voucher of their choice. So when competitors try to steal them away by offering a lower fee it won't be worth leaving you. A vacation is worth a lot more than a \$10 a month savings for instance on a service plan. This way when their system breaks down they will surely call you for the new one.

**Yellow Pages:** Change your yellow page ad to offer a free vacation package for every new customer. Most people will look at the yellow pages when looking for services or products. If your ad is the only one in there offering a vacation for every new customer then you've just increased the odds of your company being chosen to call.

**Direct Mail or Newspapers:** We have over 12 vacation packages to choose from. The reason we have so many is so that you can change your advertising. You should constantly change your advertising. During one of your mailings you might want to offer a free cruise. Next time offer something different. Put a time limit on the offers to give them value and urgency. This should increase your return from print advertising up to 30%.

**Existing Customers:** Most of you have been in business for years so therefore you probably have a rolodex of past customers numbering in the thousands. The first thing you want to do when you receive our package is to do a mailing to all of your past customers. Send them all a letter offering them a free vacation of their choice if they send you a new customer in the next few weeks or if they call your for any new work to be done. We have created a generic website, [www.vacationpagesonline.com](http://www.vacationpagesonline.com), for you to use in these letters. You can represent that website as your own since there is no name on it at all. Tell your customers to call you with whichever vacation they want. Most of our customers that have done this in the past have received up to a 5% response or more rate within a few short weeks. That's instant money in the bank for your company.

**Monthly Tracking:** We are the only vacation company that provides your company with monthly tracking reports on which one of your customers actually used a vacation voucher. You can then contact these customers to ask for referrals. Tell them not only will their friend get a free vacation, but you will give them another one too.

### Too Good to be True?

These are real vacations and not time shares. You or your customer will fill out the certificate and mail it back in to us or go online to redeem them. Then a travel agency will call asking what dates you/they want to travel. It's that simple. We are merely filling the excess inventory that the cruise lines or hotels want to get rid of.

If you think about it, it does make sense. Cruise ships are being built larger and larger each year. It takes the same amount of gas to take out 1,000 or 1,100 passengers. The buffet tables still have to be stocked because they don't really know how many people will eat at them. Cruise ships are one the greatest wasters of food in the world. But a recent survey says that each person on a cruise spends an extra \$500 to \$1,000. So it makes sense that the cruise lines would want all the extra cabins filled to at least make some money.

Hotels want the empty rooms filled because the guests will most likely spend money on tipping, room service etc. If your customer has already saved hundreds of dollars by not having to pay for the hotel room they will be more likely to spend that money. Also, many people extend their trips by a day or two by paying the nominal room rates for those nights.

### Home Shows

"I would like to send you and your wife on a vacation to Las Vegas." This includes airfare as well as hotel for 3 days and 2 nights.



How would you like to be able to offer a free vacation to your prospects?

Tradeshows and home shows are a great source of leads. Many businesses acquire a good portion of their yearly sales leads from home shows and other shows. Let us show you how we can make your next show very lucrative. If you use our vacations as an incentive to book appointments we guarantee you that we will increase your leads from these shows.

One idea is to create a wheel that prospects can spin and win a prize. Only, instead of giving away a pen or some other little trinket give away a vacation for two. Put a different vacation on each stop so that people will get excited. When they win something give them a voucher for a vacation. We have enclosed a sample. Don't give them the actual vacation certificate until your employee goes to the prospect's house for the appointment.

Go to our website for examples of what other businesses have done and also to see an example of the postcard we can customize for you.

## **Website Optimization/Development and Search Engine Promotions:**

Are you getting enough leads from your website? In this modern age of computers a business can not succeed without a good website. Most people use either Yahoo or Google search to find companies now. Fewer and fewer people are using the phone books anymore. If you don't have a good website now you are losing potential leads. You should be getting as many leads each month from your website as you do from the phone book.

Most companies have an ineffective website that doesn't even show up when you do a basic search. If you type your city name and the type of business you are looking for in the search engine, your company should show up on that first page. If it doesn't then you are losing a lot of money.

If you would like a free analysis of your website please fill out the form below and we will email your results back to you. We will let you know if your website source code is correct and how you show up in the searches. We have an Internet department that can save you time and money on producing a website or making your current website more productive.

We have found many company websites are not optimized for the search engines. There are many factors that determine how the search engines will rank your site. One of them is the keyword search. The keywords are found in the line of programming code called the meta tags.

There is a simple way for you to determine if your meta tags are set up correctly, if at all. Go to your website on the Internet. Put your cursor anywhere on the page that has no writing. Click on your right mouse button. Select "view source" from the list that appears. A new text window will appear. Somewhere at the top of the page should be a line that begins with meta name="keywords".

We will either fix your current website or create a newer and better one. We employ several techniques that have not been used on other websites done by other companies. We will create a quick quote section on the home page. "Get a quote in 3 minutes". As soon as your customer fills that in, it will be forwarded in text form to whoever has the cell phone on duty with your company. Then your on call person would call the prospect back. We also provide a way for you to do mass email marketing campaigns to your customers. You would upload all your customer emails onto the server. You can then send all of them the same letter or message instantly. After the message has been sent, you can then log on and get a listing of who actually opened up the email and when. If there is something in the email inviting them to go to your website, you will get a listing of all the people that clicked thru and went to your site.

Go to [www.vacationmarketinginc.com/website.htm](http://www.vacationmarketinginc.com/website.htm) for a free site analysis.

### **Free Dinner Cards:**

\$100 dining cards good at over 10,000 restaurants nationwide. These are not national chains, but they are good quality restaurants.

These come in denominations of \$25, \$50 and \$100. These can also be ordered with your logo on them. Call us for details.

Another way to cost justify a job to a customer is to use the dining cards. Let's say your bid on a job is \$3,000. Charge the customer \$3,300 instead and give them \$3,000 worth of free dining. So whether you're putting in a deck, air conditioner or plumbing, the customer will feel as if the job was really free. They can write off the cost of the job to their business but yet receive the benefit of the free dining.

<b>GET YOUR FIRST YEAR OF SERVICE FREE</b>
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Now we have a new payment option. When you pay your yearly fee for our vacation package you will also receive back from us the same amount in free dining cards. That makes our system free for an entire year. Use these cards yourself or give them away as incentives for your customers.

Call me and I will answer any further questions about how you can use our services for free for an entire year.