

1 GROW REVENUE **2 PROTECT & IMPROVE PROFITABILITY**

*Sales & Marketing is our GPS for Success. Take current situations to make recommendations that will result in improved situations to the clients organization.
Drive the Wow-Wee!*

3 STREAMLINE PROCESSES **4 MANAGE INVESTMENTS**

Proactively find the causes to challenges we face and develop thought-out solutions for success. Manage costs that align with actual sales.

CODE OF ETHICS

Know

To know our products and services combining that knowledge with an understanding of the customer's needs allows us to make recommendations that will lead to a better result for the customer.

Trust

To truly care about the client, putting their needs first, without causing damage to our company.

Integrity

To never lie, cheat or steal. When we make a commitment, we must deliver on promises at all costs.

Respect

To treat everyone as a customer. Be on the Team for all the right reasons.

How We Live. How We Work.

R E S U L T S

RESPONSIBILITY

EMPATHY

SURPRISE

URGENCY

LEARN

TARGET

SHARE



Own It.

Manage Time.
Build & Drive New.
Follow Up & Through.

Wear Their Shoes.

Anticipate.
Listen.
Understand.

Make Better "Better".

Be Proactive.
Deliver the Wow-Wee!
Make it Easy.

Prioritize.

1. Challenges.
2. All Requests.
3. Everything Else.

Challenge Yourself.

Get to Know.
Block of 10.
Personal Reflection.

Dream. Plan. Win.

Drive Results.
Re-Plan Often.
Aspire to Goals.

Communicate.

Flexible Solutions.
Be on the Team.
Show Appreciation.

OUR MISSION

At Lasting Image, we are devoted to delivering superior value to our clients through creating innovative promotional marketing ideas, products and services that drive results for our clients while effectively managing their expenditures.

Create the Differentiator and Value.

PLEDGE TO CLIENTS

Whatever it takes. We will treat every individual as if they were our only client, and believe we only succeed if our clients are successful in meeting their objectives. We will be responsive and responsible to each client's unique goals with proactive, creative and stress-free solutions.

Over Promise, Over Deliver.

PRIORITIZATION!

1. Challenges

Any problem or concern in the customers mind will always be handled "immediately". This is the #1 core value for every team member. If you have several, make sure you use the 100.00, 50.00, 20.00 procedure.

2. Client Requests

To build value and trust, treat each individual as our only client. Drive responsive service to them, do it right, do it now. If you have several, make sure you use the 100.00, 50.00, 20.00 procedure.

3. All Other Work

There is NO MORE IMPORTANT task, than making every client feel like our only one. Learn new efficiencies to juggle the other things we are expected to get done. However, if it is impossible to juggle it all, see Rick "before" you fall behind.

Nothing Earns Better Value Than Rapid Response.

OUR LEADING DIFFERENTIATOR

1. Do not allow any problem to sit. Fix it immediately!

- You have the authority to fix any customer who is unhappy
Make them happy NOW!

2. Let the customer vent.

- Listen. DO NOT CUT THEM OFF. Just listen... say, "Tell me more!"
- Focus on the client's discussion.
- Listen empathetically.

3. BE EMPATHETIC.

- Agree with them that you would not be happy either; in fact, you would probably be even more upset. Tell them, "If I were you, I certainly wouldn't be taking it as well as you!"
- After they have vented "Feel their pain!" Agree.
- Let them know we want them to be 100% satisfied with their order, and we certainly have not done that.

4. Fix the situation.

- Ask them, "How can I make this right for you? ...We really need to fix this!"
- Exceed their expectations...When they tell you what they want... do what they ask for, plus a "little" more... (deliver the Wow-Wee!)
- Be sure to pick up the wrong items... they do not need a reminder of the mistake!

5. Communicate the situation to Rick and the salesperson.

- Steps you are taking/have taken to resolve the problem.
- Original cost and sell price. Cost to fix the problem.
- Did you negotiate 50% off with our supplier?
- Total cost of order after problem resolution.
(Profit on first order; Profit/Loss on both original & rerun.)

6. Drive the satisfaction.

LISTEN AND FIND THE CURE

1. **Thank You for the request. Just curious, why did you select a (pen, mug, whatever they asked for).**

2. **Is there an overall objective?**

- a. Is there a goal you want to meet?
- b. Can you sum up your goal into one sentence?

3. **Who is your target audience?**

- a. Customers? Employees? Prospects? Suppliers?

4. **Is there a theme to your overall plan/goal?**

- a. Is there a message you are trying to get across?
i. Mission Statement, New Product or Service, Upcoming Event.

5. **How will you get the message in the hands of your targeted audience?**

- a. Direct Mail? Sales or Employee Meeting? A Trade Show? Etc.?

6. **How will you keep your message alive after your first interaction/message?**

7. **What other components are associated with the selected item?**

8. **How will the product be packaged?**

- a. Is there a need to build excitement with a printed piece?
- b. This may help to bring the product to life. They work hand in hand.

9. **How will the success of the goal be tracked?**

10. **Details:**

- a. How many are you interested in?
- b. What colors?
- c. What are your corporate colors?
- d. What is the date of the event?
- e. Is there a budget? (\$1.00 to \$2.00; \$2.00 to \$5.00; \$5.00 to \$10.00 etc.).

11. **Listen and earn the success.**

DON'T SAY PREFERRED STATEMENT

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| "No." | "That could be a fun challenge...let me pull in some help. Can I call you back?" Then see Rick. |
| "I don't know." | "Gee, that's a great question. Let me find out for you." |
| "I can't." | "That sounds like a fun challenge, let me pull in some help to brainstorm. Can I call you back?" |
| "Quote," "price," "cost" "charge" | These are considered "swear words." Replace with words like "ideas" and "information". |
| "Soon" "Shortly" "In a bit" "Later" | Give a definitive time. Use hours or a specific time; and always get back at least 25% before that time. Over-Deliver! |
| "No Problem" | Replace with "It was my pleasure." |
| A competitor's name | Never repeat a competitor's name... it is advertising for them. Instead, say something like, "You know... it's on the tip of my tongue and I just can't remember it either." |

OUR TOP 5 DIFFERENTIATORS

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|--------------------|--|
| Stress Free | Plan, execute and follow-up. There may be challenges, but the customer is relying on us to resolve them behind the scenes. |
| Responsive | Follow up, follow through, do it right and do it now. Communication and clarity are key. |
| Flexible | Adapt to each client's unique goals and objectives. |
| Proactive | Offering more than is being requested, planning for all components. |
| Creative | Think of solutions beyond the "usual". The best ideas are the ones no one has thought of yet. |

Follow Up, Follow Through.



LASTING IMAGE

recognition. branding. solutions.

