

RME Presents...

Gift Card Lead Generation Program

Work Smart, Not Hard!

This is the theory behind the Gift Card Lead Generation Program

We at RME know that everyday you work hard to be successful for yourself, your family, your employees and your clients. Isn't it about time that you sit back and let someone else work hard for you? That's what you will get from RME and the Gift Card Lead Generation Program.



What is RME's Gift Card Lead Generation Program?

Gift Card Lead Generation is a postcard based lead-generation and appointment setting program. While we firmly believe that the traditional dinner seminar is the most effective, cost-per-lead basis, form of lead generation, we understand that there is a "gap" in your lead-generation flow that occurs between seminar events. This is why we developed the Gift Card Lead Generation Program — to compliment your seminar marketing and fill in the "gaps" between seminar events.

The program offers a "gift card" premium for those who respond to your postcard and set a one-to-one appointment with you during a pre-set time period. At the conclusion of the appointment, you will give them their premium. Your premium choices are limitless – you can choose a pre-set debit card, a gift card to a local or chain restaurant or even give a gas gift card. You decide and purchase from your local retailers or bank.



We suggest the retail value of card to be between \$50-\$75 for best results.

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Program Specifications

What's included with the Gift Card Lead Generation Program?

- Your choice of many of our full color, fully personalized post cards
- A qualification survey – only those responders that complete a survey and meet your qualification minimums will have an appointment set
- Appointment pre-screening and pre-setting performed by our in-house telephony department
- Password protected website that enables you to view and listen to each and every one of your incoming calls

Ready to get started? — Here's how...

- Identify 4–5 financial demographic of those you wish to invite
- Write 3–5 qualifying questions for the survey
- Identify the zip codes for those you wish to meet with
- Submit a summary or bullet points of topics you will discuss during the appointment
- Submit the dates and times you are available for appointments to be set
- Identify which Gift Card Premium you wish to offer. For example, pre-set debit cards, restaurant or gas cards

CALL YOUR SEMINAR CONSULTANT TODAY AND ASK FOR MORE INFORMATION ON THE GIFT CARD LEAD GENERATION PROGRAM! BE THE FIRST ONE IN YOUR AREA TO OFFER THIS UNIQUE, BRAND-NEW LEAD GENERATION PROGRAM.

CALL US TODAY: 1-800-795-2773

