



Call Message On Hold today • 1-800-392-4664

You are a marketing company. We are a marketing company. Your job is to sell more pizzas, our job is to help you. We have shown **over 3,300 pizza restaurants** how to increase their average ticket, reduce hang-ups and give their customers better service. Isn't that what you are in business to do?

HOW MUCH **MONEY** DO YOU LOSE ON THE PHONE EVERY DAY?

What does your customer think when they hear silence while on hold? How long will they hold before they hang up and call someone else? How much money is that costing you?

INCREASE YOUR AVERAGE ORDER

We have documented results from stores just like yours, that have installed our system and their **average order is up fifty cents in just 90 days**. What would it mean to your bottom line if you increased your average order fifty cents with the same customers?

If your store has only 1600 orders monthly, that means **\$800 dollars more to your bottom line** just from add-on sales. How much would you pay to increase your sales \$800 dollars a month with less effort than you are expending now?

DON'T LEAVE YOUR UP-SELL TO CHANCE

In today's highly competitive retail food industry, margins aren't what they used to be. Sometimes the difference between profit and loss is how effective you upsell a customer that second pizza or side order. As an owner, what would it mean to you to know for sure your callers got an upbeat upsell message? How many times have you started promoting a new item and its sales skyrocket at first, only to level off after a few weeks? You and I both know that your people get excited about new products at first, then they assume that your customers know all about it and stop mentioning the new item. How many times have you seen this happen? The great thing about **Message On Hold** is it never gets tired, and it says exactly what you want it say, **all of the time**.

WHAT DO HANG-UPS COST YOU?

You might say each hang-up only costs you \$12, if your average sale is like most stores.

But, is that what it really costs you? What if your customer calls Papa Johns, Pizza Hut or someone else, and never calls back again? What is the lifetime value of your customer? How many customers wanting to spend money at your store call during the rush and then hang-up? One a day, three a day, five a day? Independent research shows that it could cost you **\$3000 a year in lost revenue**. What if we could save you just one hang-up a day? Even at \$12 per customer, that adds up to **\$4380 per year!**

LET'S ADD IT UP

We talked about increasing your average order 50¢ cents, that would add up to **\$800 a month, or \$9,600 per year.**

We talked about saving even just one customer who called and wanted to spend money with you daily. We agreed that it would add up to **\$4,380 per year.**

From those two scenarios alone, we would increase your gross revenue over **\$13,000 per year!**

HOW MUCH DOES MESSAGE ON HOLD COST?

FOR ONLY \$99 A MONTH YOU RECEIVE:

- 1) You receive a state of the art Premier CH 6000 Call Handler digital message with four minutes of memory.
 - 2) Unlimited production changes that are done in our studios, then transmitted.
 - 3) Copyright secured, background music or (All ASCAP BMI license fees paid.
 - 4) Complete, professional copy writing for all new scripts and script updates.
 - 5) Professional voice over, either gender.
 - 6) Full equipment replacement warranty, with 48 hour replacement.
 - 7) Toll free customer support and copy change hotline.
 - 8) 100% Production guarantee, if not satisfied with your production we'll redo at no charge.
 - 9) Satisfaction guarantee. If not completely satisfied, return anytime.
 - 10) Periodic sound checks of your equipment to check volume and quality.
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We look forward to doing business with you. If you have any further questions please call me at the number above.

Thanks for your time,
Mike Wick

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