

Client Impressions...makes it personal!



When was the last time a client contact received a personalized note of appreciation from the Account Exec, Management, or an Executive?

Not Direct Mail—Personal Mail

Client Impressions provides unique solutions that increase customer satisfaction, retention, repeat, and referral business. In fact, our clients are enjoying return on investments of 30% to 70%. Our programs are completely turn-key, systematic, customized for you, and personalized with a real hand signature just like yours. Best of all, we do all the work and you get all the credit!

Consider our programs for:

- Quarterly, semi-annual, or annual client appreciation cards
- Post-sale thank you card & stay in touch for new clients
- Client birthday and holiday cards
- Referral reminders & appreciation cards for business partners

We don't do direct mail, we do personal mail. We do it like you would if you had the time and resources.

Over 300 images to choose from

Just a note to say...
You are the heart of our business.
We appreciate it and look forward to working with you more in the future.

John

John Wilson
Smith Consulting Group
800-555-1212

John Wilson
3000 Peachtree St.
Atlanta, GA 30028

Maré Johnson
Wise Corporation
2012 Main Street
Atlanta, GA 30031

Commemorative postage applied by hand

Colorful envelopes

No address labels

Your custom message

Real blue ink hand signature just like yours

Your contact information

We'll insert your business card/promotional piece

We do ALL the work!

When there are several different contacts at a client account, developing and maintaining strong personal relationships with as broad an audience as possible can be challenging. You may only regularly meet, have lunch, or speak with a select few. Although your Account Executive may have an excellent relationship with key client contacts, imagine how a periodic personalized note from a Manager or Executive would improve the overall relationship, show the client that upper management recognizes and appreciates their business, and differentiate your company in a unique way from the competition.

Too often, communication with customers relies on email, voicemail, and impersonal direct mail. Perhaps the only real personal note comes one time during the year-end holidays. Although these methods tend to be inexpensive, they don't leave a lasting impression. How important is it for you to maintain a meaningful relationship with your clients?

Expressing personal appreciation is a key principle to customer retention and loyalty. Your relationships with client contacts are invaluable. More than anything else, business will go where invited, but will remain where it is appreciated. We make it affordable. With costs starting at less than \$3 per client contact per year, you can't afford not to stay in touch and build your customer relationships in a personal way.

Building Retention, Repeat, & Referral Business

Client Impressions, Inc.
3651 Peachtree Parkway
Suite E-342
Suwanee, GA 30024

678-584-1217 (O)
678-473-9637 (F)
info@clientimpressionsinc.com
www.clientimpressions.com

