

Target Marketing Trio

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Drive Revenue

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1. Understand your customers with database cleansing.

Improve the accuracy and usefulness of your customer information with a database overhaul. Simply give us your customer information in an Excel file, and we will contact them to validate existing data and gather additional information so you can target marketing efforts and uncover untapped purchasing potential.

The cleansed list then becomes the mailing list for the second step of the marketing mix.

2. Communicate to customers via custom newsletters.

Speak directly to your customers' decision makers and turn prospects into clients with a high quality, publication. We write, design, print and distribute your customized newsletter featuring industry relevant information and valuable specials.

3. Sell customer solutions more easily with training.

Help your frontline staff or sales team go beyond taking orders with a targeted training program. We first teach them to maximize the sales potential of every inquiry and build customer relationships in a full-day training session(s). We then reinforce these skills with follow-up on-site visits, practice calls, mini sessions, coaching and online reporting.

By taking advantage of Signature's Target Marketing Trio, you gain a hands-on partner to support you in long-term growth.



Signature[®]
WORLDWIDE
business and training solutions