

The **FAST TRACK**



## Referral Marketing Module

The most proven, effective, in-depth, complete, and systematic referral system in the industry!

**Learn from Howard Partridge how his company generates forty to sixty thousand dollars per month in NEW business with this system. There is no other system like this one anywhere in the industry!**



**This program is so effective; you may never have to advertise again. Learn how Howard Partridge's company brings in over 200 new high end clients every month. This program is the key to acquiring "Mercedes Clients."**

This module comes complete with the referral certificates and how to get your clients and valuable referral sources to send you more referrals. It includes dozens of strategies, documents, tools, special reports, presentations, videos, and computer PowerPoint files.

*These systems are being used every day and have been proven to work all around the country.*

Howard Partridge spent over 20 years field testing and developing this program. Part of what you will learn involves how to get a 20 to 1 return on your marketing dollars. You will learn how to get carpet retailers, designers, realtors, fellow business professionals, and your existing clients to bring thousands of dollars of business to you.

This is a referral program that can be used effectively every day in your business – no matter where you are!

From effective programs to actual ready to present narrated presentations, this module contains everything you need to launch and sustain an effective referral program. Everything is customizable to your company!

For a Limited Time Only, The **FAST TRACK** Referral Marketing Module includes a **BONUS DVD Presentation of Howard Partridge – Live;** and a **BONUS Audio CD** so you can watch or listen to reinforce your learning wherever you go!

Remember that **ALL FAST TRACK Modules** come complete with a narrated, interactive PowerPoint learning presentation, manuals, a computer CD packed full of sample forms, brochures and ads, and ready to print materials. Some also come with ready to present consumer computer presentations and videos.

## The **FAST TRACK** Referral Marketing Module Includes...

- ✓ Thorough Exploration of the Profitability of Referral Marketing
- ✓ The Most Profitable Referral Sources in the Carpet Cleaning Industry
- ✓ Identifying Potential Referral Sources
- ✓ How to Develop Your List
- ✓ Discovering Sources that Are Right Under Your Nose!
- ✓ The Howard Partridge Referral Reward Program
- ✓ Tracking Referrals
- ✓ Step by Step Action Plan for Developing Referral Sources
- ✓ Making Introductions
- ✓ What to Bring
- ✓ What to Say
- ✓ How an Ordinary Person Can Make Extraordinary Presentations
- ✓ Complete Follow Up System
- ✓ Referral Marketing Checklist
- ✓ Ready Made Referral Certificates
- ✓ Referral Cards
- ✓ 12 Step Carpet Cleaning Program PowerPoint® Presentation
- ✓ PowerPoint® Presentation for Floor Covering Retailers, Realtors, and Interior Designers
- ✓ Upholstery Cleaning Presentation for Interior Designers
- ✓ 7 Presentation Outlines for Carpet Retailers
- ✓ Realtor Letters
- ✓ Carpet Dealer Letters
- ✓ Client Base Referral Marketing System
- ✓ Referral Post Cards
- ✓ Referral Inserts for Newsletters and Direct Mail
- ✓ Complete Referral Scripts
- ✓ "How to Select A Professional Cleaning Firm" Brochures
- ✓ Six Page Referral Relationship Report for Floor Covering Professionals, Realtors, and Interior Designers
- ✓ Referral Relationship Report Audio Message (digital master recording)
- ✓ Double Referral Commission Flyer
- ✓ "How to Care for Your Carpeting" Brochures
- ✓ In-Store Sign Board Instructions
- ✓ How to Build Your Circle of Influence
- ✓ How to Network Effectively
- ✓ Where to Network
- ✓ Nice to Meet You Letter
- ✓ Recommended Books

### Now included...

Ready-to-use, Professionally Produced, Narrated Presentation Programs on:

- 1) **The Most Outstanding Service Experience Ever – the 12 Steps of Carpet Cleaning**
- 2) **The Complete Referral Relationship Program**
- 3) **7 Principles of Upholstery Cleaning**

PRICING: Part Number FT017 Contractor Price \$499.00  
Bridgepoint Network Gold Member \$439.00 INNER CIRCLE MEMBER PRICE: \$399.00



To order, call your local Bridgepoint Distributor, or Call Richard Michaelson, the Business Support Programs Director for Bridgepoint Systems at 1-800-794-7425, extension 130.



The **Fast Track** Business Growth Modules were developed by Howard Partridge and Bridgepoint Systems. Howard Partridge operates one of the industry's most successful high-end carpet cleaning businesses, having built his company from the trunk of his car to a \$2.2 million dollar enterprise. The systems and strategies included in the **Fast Track** Modules are put to use every day in Howard's company, Clean As A Whistle, in Houston, Texas. Take your company to the next level by implementing the **Fast Track** System!

