

March 31, 2008



Dear Gift Industry Vendor:

What do your customers *really* think about your customer service?

Trip and I were discussing that and decided to ask them. We used a modification of a customer service survey I have done for a number of manufacturers in the industrial, plumbing, and heating industries.

Here's a sample of the survey:

[http://www.surveymonkey.com/s.aspx?sm=3z3Av2G5j5tSEARt2I8U3A\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=3z3Av2G5j5tSEARt2I8U3A_3d_3d)

I challenge you do find out what your customers really think about your company's customer service.

I can set up the same survey for your company. All I need is a customer list with emails, your logo and in about 30 days you'll have the results for your company. The cost? \$475 including sending up to 5,000 emails to your customers.

I'm attaching samples of the results you'd get back (the numbers are random, and the text is "greeking" in the samples).

### **But wait, there's more**

The really interesting part of a number of companies doing these surveys is we can establish an industry benchmark.

Not only can you find out where you are doing well and where you need to focus on, you can see how you rate versus your peers.

Once we get a number of companies' results (at least a dozen), we'll send you back your results with the addition of the yellow highlighted section in the sample.

At GHTA we talked for several years about a lack of industry data. Here's your chance to actually get some data on your company and how you compare to other companies in the industry.

Interested? I can start collecting data for you within a week. Email me at [gmarshall@repconnection.com](mailto:gmarshall@repconnection.com).

Gregg Marshall, CPMR, CSP

**Rep Connection, Inc.**  
1641 South Lansing Street  
Aurora, Colorado 80012  
(303) 475-6634  
[www.repconnection.com](http://www.repconnection.com)



**How do you place your orders with ACME Gift Company?**

	<b>Average</b>	<b>Low</b>	<b>High</b>
At shows	40%	5%	100%
On-line	5%	0%	60%
By fax	15%	0%	40%
By phone	25%	20%	95%
With our local sales representative	15%	10%	85%

<b>Average</b>	<b>Low</b>	<b>High</b>
12%	7%	12%
28%	22%	30%
20%	19%	27%
11%	2%	17%
28%	25%	34%

	<b>Average</b>	<b>Std Dev</b>	<b>Stongly Agree</b>	<b>Agree</b>	<b>Slightly Agree</b>	<b>Slightly Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
I expect to buy more online from vendor web sites	1.13	1.67	2	8	2	2	2	0

<b>Average</b>	<b>Low</b>	<b>High</b>
2.38	1.75	3.09

**How do you find most of your new products?**

	<b>Average</b>	<b>Low</b>	<b>High</b>
At shows/markets	40%	5%	100%
My local sales representative	5%	0%	60%
Ads in industry magazines	15%	0%	40%
Catalog sent by vendors	15%	20%	95%
Vendor websites	15%	10%	85%
Other	10%	0%	40%

<b>Average</b>	<b>Low</b>	<b>High</b>
21%	14%	23%
4%	1%	12%
24%	19%	29%
16%	9%	23%
6%	4%	10%
35%	27%	44%

**How do you want to be contacted about new products from ACME Gift Company?**

Email from ACME Gift Company.	25%
Postal mailing from ACME Gift Company.	30%
My local sales representative.	25%
Announcement on ACME Gift Company's web site.	8%
Other	12%

<b>Average</b>	<b>Low</b>	<b>High</b>
28%	27%	37%
20%	16%	27%
24%	23%	32%
16%	14%	19%
12%	4%	12%

## **What do you like best about ACME Gift Company?**

- Donec tincidunt ante a elit.
- Vestibulum faucibus pulvinar magna.
- Suspendisse luctus erat at erat euismod sodales.
- Quisque consectetur egestas arcu.
- Nulla malesuada rhoncus ante.
- Sed interdum odio vel lorem.
- Phasellus convallis ante sed lectus.
- Sed iaculis risus in tellus.

## **What would you most like to change about ACME Gift Company?**

- Quisque semper aliquet turpis.
- Donec tincidunt eros ac metus.
- Vivamus sollicitudin nunc dictum augue.
- Duis sit amet justo eu nunc porttitor sagittis.
- Sed ultrices lorem ut neque.
- Integer bibendum lorem et ligula pellentesque auctor.
- Aliquam convallis lobortis nisl.
- Sed molestie laoreet sapien.

## **What could ACME Gift Company do to earn more of your business?**

- Nam dignissim quam quis nunc.
- Praesent elementum justo eu sapien.
- Sed ac sapien ut nisl condimentum nonummy.
- Suspendisse ut lorem vitae tellus varius bibendum.
- Nam dignissim odio a sem.
- Pellentesque pharetra sodales enim.
- Nullam laoreet molestie lorem.
- Etiam ut diam congue nunc varius hendrerit.

## **Additional comments:**

- Ut eget mauris nec tellus mattis posuere.
- Nulla vestibulum tempus lectus.
- Mauris quis massa rhoncus orci ultrices rhoncus.
- Aliquam rhoncus suscipit augue.