

## Getting Project Photos

We have just completed a project.

- 1) We want to see the completed project
- 2) We want to have more photos for our photo library
- 3) We want the customer to believe we are impressed with their project



Create the impression that we want to pass the photos around like a proud grandfather with baby pictures. Make them think they want to send us pictures.

Try to get them to use a high quality camera without telling them we will use the pictures on our advertising media. You might tell them we want use the photo for a gallery of projects (show them the project portfolios) as if their project is special to us.

We have several media pieces for this situation

- 1) Photo Rebate Post Card
- 2) Photo Requirements Flyer. (tells what we shots we like to see, and camera requirement)
- 3) Project Portfolios (this shows what we might do with their photos, if they seem to be motivated by this)
- 4) Photo Rebate Form Letter (makes a offer of cash for high quality photos)  
(This is on SM letterhead, so get the SL letterhead from Media Support if needed and reword text)  
(Also check with management before giving any promises of payment)

# Dialog Ideas

**Sales Rep:** One of our draftsmen who worked on the project asked me about you the other day. Could you send us some photos of the job, and maybe some close-ups of your favorite features?

Or

**Sales Rep:** We really liked the style and detail of your project. We would like to put together a gallery of images showing off your project. Could you provide us with some good quality digital photos? I'd send our photo guy around, but your not very close to us in Dallas.

Or

**Sales Rep:** My manager has been watching this project and wants to see how it looked completed. He's seen your design come together, and thinks it's something we can all be proud of accomplishing. Is there one thing that really seems memorable about the project? Could you write a short testimonial about your experience with Stone Legends? Maybe send a few pictures with it, some features as well as the whole front, if you could? Thank you.