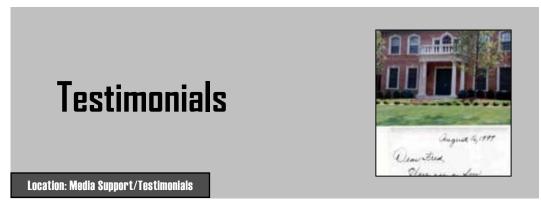
# MARKETING MEDIA

Library - Sales Project Task / Task - PTL 3.0 Convert Lead to Contact / Type Doc - Marketing Support 03 / Title - Testimonials



We have testimonials covering many different areas of our business, Residential and commercial, customer service, precision engineering and craftsmanship, and more, and many have project photos attached. The words of other customers in the same situation may help to convince a new prospect that we are the company to go with.

# **Marketing Spins**

Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.

### Spin 1) Architect

I wanted to show you what our past customers have been saying about our products and services. We produce a precision engineered product that goes together just like the plans show it. We even provide CAD drawings of our units, available free online through our website membership.

## Spin 2) Builder

I want to show you what some of our past customers are saying about us. They will assure you that we will manufacture a beautiful and precision engineered product that goes up right the first time, and that we will be available for any services you might need during your project, from product problems to installation questions. We do everything to make your job easier.

#### Spin 3) Mason

I want to assure you about the quality of our products and services, so let me show you what our past customers are saying about us. Let them assure you how smoothly our products install. We will make you're job easier, and we will be there to answer any questions you may have during the installation.

#### Spin 4) End User

I want to show you what some of our past customers are saying about us. They will tell you the kind of quality that goes into every part we manufacture.