

## Increase Your Referral Sales by 50% in 8 Months



### The Challenge

Over the last few years, Kitchen Saver® saw less than 1% of their sales coming from referral business. In business for over 25 years, Kitchen Saver® should have had plenty of referral business but didn't have a system in place to capitalize on their success.



### The Solution

After meeting with gFour Marketing, Kitchen Saver® implemented the Professional Plus Program, including:

- The Authentic Feedback System
- Personalized Thank You Cards
- The Referral Rewards Program
- The Referral Appreciation Program
- Custom Email follow-up sequences
- And more!

### The Results

By incentivizing referrals and regularly communicating with customers, Kitchen Saver® saw:

- **Referral sales increase by 50%**
  - **10% of total sales resulting from referral business**
  - **AND a 1,000% increase in positive online reviews**
- In just 8 months!**



With these programs in place, Kitchen Saver® can now capitalize on every satisfied customer by generating more leads through referrals and an increased online presence.

"[The Program] is definitely worthwhile—it gives customers a better avenue to communicate with us and increases our organic ranking on Google. It's leaving the lines of communication open and allows us to stay in constant contact."

– **Tish Coale, Kitchen Saver®** – Owing Mills, MD