



CLIENT RETENTION PROGRAM (CRP)

Your clients matter... so stay in contact with them!

Your Client Matters believes that keeping contact with your clients is critical to any successful business - that is why we developed the 'do-it-yourself' Client Retention Program (CRP).

The CRP is designed to run alongside the magazine to help build the personal bond between you and your client thereby increasing the chance that:

- You **maintain** the client and the resulting trailing **commissions**
- You **generate leads** through the referral system
- The client becomes a "friend of your business" who will generate **new business** for you through soft selling

The 'do-it-yourself' CRP is designed to run over a 3 year period and includes:

CRP Pack:

\$499 incl GST

- Personalised **sample folder** including all components couriered to your office
- 20 minute program set up support (phone-based)

On CD:

- 1 folder cover artwork design - personalised, print-ready, interactive PDF
- 5 settlement letter templates
- 2 page survey template
- 3 anniversary letters
- 3 print-ready PDF articles for printing on the back of anniversary letters
- Folder tabs (artwork only)
- Postcard style birthday cards - 6 designs, print-ready PDFs
- Birthday card message overprint templates
- Mail merging from your database templates
- Easy to follow set up instructions

Optional Extras

- Client referral competition - for non magazine subscribers (\$250 per competition and includes access to our marketing material available on our secure website)
- Additional folder cover designs are available for only \$75 each



Letters & Surveys



Articles



Sample CRP Folder



Competitions



Birthday Cards

Folder cover template designs

Template A



important financial documents

Template B



important financial documents

Template C



important financial documents

Template D



important financial document

I would like to order:

\$499 CRP Pack Template: A B C D

Optional Extras:

\$250 Client Referral Competition (per competition) - charged once on start-up then bi-annually

\$_____ additional folder cover designs (\$75 each) Qty: Template/s: A B C D

\$25.00 Postage and handling plus credit card charges: **Visa and Mastercard**

or

\$35.00 Postage and handling plus credit card charges: **Diners and Amex**

Total investment: \$ incl GST

How did you hear about us? _____

Client Retention Program Agreement

Between Your Client Matters Pty Limited

AND
("the Partner")

Trading as: ABN:

Street Address: (Compulsory)

Suburb: State: Postcode:

Mailing Address:

Suburb: State: Postcode:

Partner's Name: DOB: / /

Partner's Work Phone: Fax: Mobile:

Partner's Email:

<input type="checkbox"/> VISA	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Diners	<input type="checkbox"/> Amex
Card Number: <input type="text"/>			Expiry Date: <input type="text"/>
Batch Code / CCV: <input type="text"/>		The Batch Code / CCV is the 3 digit number that appears on the signature panel of your Visa, M/Card or the 4 digit number that appears on the front of your AMEX	
Card Holder Name: <input type="text"/>			
Cardholder Signature: <input type="text"/>			Date: <input type="text"/>

I have read, and agree to, the following terms and conditions. Signature: _____

By signing this Agreement, the Partner agrees to abide by the following terms and conditions:

- The Partner agrees for YCM to use the credit card and expiry date supplied for the payment of this order and the bi-annual competition charge. The Partner will advise YCM of any change in credit card details and will sign a new authority to authorise YCM to process payments on the new credit card for the new competitions.
- In the case where a credit card payment is not approved, YCM will notify the Partner accordingly. It is the Partner's obligation to ensure that sufficient funds are available to allow payment of the CRP. YCM is not required to provide delivery of the CRP until such time as payment has been received.
- The Partner will provide appropriate artwork to YCM to allow YCM to design the layout of the folder and relevant stationery.
- The Partner acknowledges that YCM is unable to deliver the CRP until such time as all artwork is supplied.
- Once all artwork is received, YCM will send to the Partner for approval a PDF of the folder cover. The Partner agrees to re-send the PDF with an approval or stating any required changes to YCM. In the absence of an approval within 3 working days from the Partner, YCM will be entitled to assume that the PDF is approved.

Competition Usage Terms and Conditions:

- By signing this agreement the Partner agrees to allow YCM to direct debit \$250 on 1 March and 1 September each year if the Partner does not subscribe to the mini-magazine.
- The Partner agrees to enter all competition entries into the competition as per competition Terms and Conditions.
- All competition entries must be entered online on the YCM website.