



Businesses deploy CMI certificates as a marketing tool to achieve success in a variety of ways:

### **Mortgage Industry**

- Lead generator
- Referral gift
- Convert prospects to clients
- Urge prospects to send back a questionnaire or to call for more info.
- Gift for re-financing a mortgage
- Generate referrals from your network of business colleagues, such as realtors, builders, and financial planners.
- Keep tabs on your clientele, friends and professional contacts with a valuable offer, secured through very little overhead.
- Project an image with marketing material that increases professional credibility while setting you above the competition.

### **Realtors**

- Lead generator
- Referral gift
- Convert prospects to clients
- Urge prospects to send back a questionnaire or to call for more info
- Give them as a gift to welcome a client into their new home.

### **Insurance Companies**

- Lead generator
- Referral gift
- Gift for a new policy
- Reward for keeping an appointment with sales rep
- Urge prospects to send back a questionnaire or to call for more info.

### **Telemarketers**

- Lead generator
- Referral gift
- Incentive to fill out questionnaire
- Gift with purchase
- Contest prizes
- Special promotion giveaways
- A "Thank You" following a presentation

### **Sales closing tool**

- Benefit for scheduling an appointment

### **Network Marketing Companies (MLM)**

- Bonus for signing up as a distributor
- Reward to people who book a home party
- Gift to those who bring a guest referral to a home party or meeting.
- Gratuity to those who buy products or sign up for "auto-ship."
- Special promotion giveaways
- Prize for drawings at home parties or meetings

### **Bulk Mailers and Mass Mailers**

- Urge prospects to send back a questionnaire or to call for more info.
- Add some excitement to purchasing your products and services.

### **Car Dealerships**

- Create more showroom traffic
- Sell upgrades and warranty packages
- Close sales
- Generate repeat business
- Referral gift
- Bonus for taking a test drive

### **Banks**

- Attract new depositors
- Boost loan activity
- Up-sell accounts and policies
- Close the deal for banks, mortgage companies, and insurance firms.
- Employee gift
- Customer loyalty reward

### **Trade Show Companies and/or Companies That Go To Trade Shows**

- Booth drawing
- Encouragement to fill out questionnaire or to call for more info
- Sales closing tool
- Boost purchases with certificates as your special gift.

### **Media Companies**

- Increase advertising revenue
- Sell new subscriptions
- Attract listeners
- Pump up sales for newspapers, radio stations, cable companies, magazines, and internet service providers.

### **Newsletter and eZine Owners**

- Gift with ad purchase

- Incentive to sign up for eZine
- Incentive to sign up for newsletter

### **Ebay Sellers**

- Feature them as an added attraction with each auction.
- Customers who buy more than 1 item receive a free getaway.
- Customers who "Buy it now," can live it up on a free vacation.
- An enticing "thanks" to clients who purchase your business products and services.

### **Elementary Schools and Colleges**

- Energize fundraising efforts
- Increase enrollment
- Reward faculty and staff

### **Travel Agencies**

- Referral gift
- Enticement for booking a flight
- Gift for booking a cruise
- Special promotion giveaway

### **Retailers and Manufacturers**

- Super-size floor traffic
- Spur in-store spending
- Anniversary sales event
- Customer loyalty award
- Extended warranty sales
- Employee gift

### **Construction Companies**

- Lead generator
- Referral gift
- Urge prospects to send back questionnaire or to call for more info.
- Entice customers to accept an appointment for a bid.

### **Doctors, Dentists, Chiropractors**

- Referral gift
- Client loyalty award

### **Clubs and Associations**

- Refer a friend
- Increase memberships
- Renewal bonus
- Member benefit

**Service Providers**

- Gift when upgrading service
- Gift for completing survey
- Gift for new clients

**Door-to-Door Companies**

- Gift with purchase
- Sales closing tool
- Referral Gift

**Not-For-Profit Organizations**

- Give as a gift for donations.

This is just a small sample of the kinds of clientele who rely on CMI Certificates to improve the performance of their businesses.