

# The Ambassador Strategy

I developed this strategy from scratch and have made tens-of-thousands of dollars with it. Once you see what it is, you'll probably smack your forehead because it's so obvious. Yet I've NEVER seen any business anywhere employ this strategy, including floor dealers.

Basically the Ambassador strategy works just like the Connect campaign, except for one important twist: the market is not *your* sphere of influence; it's your staff's sphere of influence. Each staff member, salesperson and installer becomes an "Ambassador" between you and their sphere. The letters feature a photo of the staff person, and it's worded so that it's coming from them, not you.

In one of my businesses, we made it a condition of hire that new employees had to bring us a list of 100 names in their sphere of influence. We hired a young lady who brought us 110 names. I implemented the Ambassador strategy and sent them several mailings, then followed up with monthly newsletters and other campaigns. Any piece going out to her sphere was written with her name and photo. For pieces that had to have my name and photo I just included a short cover letter "written" by her. As an added perk, she was also rewarded with a "bonus" each time someone from her sphere became a client. She actually began looking for opportunities to refer people she met at parties, Church and other gatherings because she new she'd get a bonus. I strongly recommend building some kind of "bonus" into your Ambassador strategy.

I made tens-of-thousands of dollars doing this, and you can do the same.

Make it a requirement that every staff member, salesperson, installer, and new hire brings you a list of a hundred names and addresses. People on the list will all receive the Ambassador campaign letters, and then get plugged into your monthly newsletter and other sphere of influence campaigns.

## **Realistic expectations**

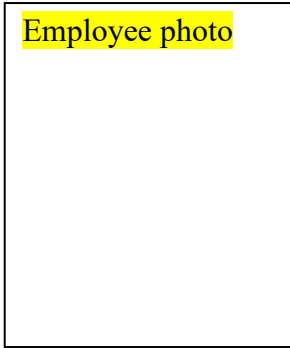
Same thing applies with this campaign as the Connect campaign. If you send letters out to 100 people, don't expect 98 of them to immediately jump up from their sofa, knock over their Pepsi and spill their Frito's in a mad dash to your store to buy new flooring. It's critical that you see this strategy as a farm. You're also going to farm this list for years, and right now you're planting the seeds. Again, consider return on investment. If it costs you 90 cents per month per person to "farm" this list, you'll spend \$1080 for the entire year. How many jobs do you have to get to make back your investment? One? Two? This is a very realistic and achievable number. And what if each of those one or two clients generates a referral during the World Class Installation Process?

For implementing this, just follow the directions for the Connect Campaign.

# **Ambassador letters**

**On the next pages are the letters for the Ambassador strategy. Read them carefully and you will get a better understanding of the strategy.**

Employee photo



**Something great is happening in my life and I want to share it with you.**

Employee name/title

Dear **Client Name**,

I am sending you this very special letter because I've gone to work as a **(salesperson, installer, receptionist, project coordinator, etc.)** for **Your Store**. I am very excited about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

### **Why I chose to work for **Your Store** instead of any other floor covering store**

I've discovered that many floor covering stores (especially "big box" stores) don't always do what's in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that's why I chose to work for **Your Store**.

#### **I'm On A Mission To Turn Floor Installation Nightmares Into A "Dream Come True" For My Clients**

**Bob Smith** is the owner of **Your Store** is professional, personable, and he really cares about developing long-term relationships with our clients. **Bob** worked very hard to create a buying and installation system that insures a smooth, stress-free installation process. His goal AND my goal is to make this process a fun and exciting experience for our clients, rather than the nightmare you hear about so often.

To turn that nightmare into a dream come true, **Your Store** operates differently than most stores. We have implemented a "World Class Service" philosophy that helps us make the right decisions when helping our clients. It goes like this...

- **From the client's point of view, have we treated him/her with complete respect?**
- **From the client's point of view, have we surpassed his/her expectations?**
- **From **Your Store's** point of view, is it in our best long-term financial interest?**

When I and the **Your Store** team answer "yes" to all three questions, we know we will earn our client's respect, their trust, and their referrals. And YOU'LL know we'll be floor covering advisors that you can

count on to provide advice that's in your best interest. We want to be your Floor Covering Advisors For Life, and I will bend over backwards to earn your trust and the referrals of your friends, relatives and co-workers. With that in mind, here are...

## 4 Powerful Reasons To Use **Your Store** And Refer Your Friends And Relatives!

### **#1. You are protected by **Bob's** "No Regrets Guarantee" *You'll love your new floors or he'll replace them...FREE!***

Here's how the "No Regrets Guarantee" works: if at any time during the first 30 days after installation you decide you don't like your new flooring for whatever reason, just let us know. **Bob** will replace the materials free of charge. (With an outrageously good guarantee like this, we can't include the cost of installation, so you'll have to cover that.)

**Bob** offers this amazing guarantee because he realizes you're going to have your new floor for a long, long time, and he doesn't want you to have to live with a choice you'll regret. **Bob** and I and everyone on the **Your Store** team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he'll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

### **#2. We Make The Entire Process Fun, Easy and "Headache" Free!**

The **Your Store** team specializes in knocking the socks off our clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and "Headache Free"! Here's what you'll enjoy during my World Class Installation System:

**Free Design Audit**—This is a diagnostic tool that allows our expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They'll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They'll also give you a written, customized "maintenance" plan with their professional recommendations for getting the longest life and beauty out of your floor.

**You're kept updated throughout the process**—From the time you select the product until after it's installed, you will be contacted no fewer than six times by phone and by mail. You'll never have to wonder what's happening with your flooring.

**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You'll receive the highest-quality installation in the business. And after they're finished, they will leave your home as neat and clean as when they arrived!

### **#3 Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. We offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, we fix it FREE! And we do it quickly.

**#4 Get Every 4<sup>th</sup> Room Of Flooring FREE!**  
***This is our “Ambassador Special” offer for friends and relatives of***  
***Employee Name ONLY!***

**Bob** considers everyone on his team to be an ambassador for **Your Store**. He and I would like to give you a chance to experience the World Class Service I’ve been telling you about. So he put together an “Ambassador Special,” just for friends and relatives of mine. He is NOT making this offer to the general public. Here’s how it works:

**Bring this letter to **Your Store** by **August 31<sup>st</sup>**. Once you select the product you want, get flooring for any 4 rooms and get the materials for the smallest one FREE! (You only pay the installation!) Use on as many rooms as you like.**

**Also...** you can pass a copy of this letter along to a friend or relative who needs flooring, too. **Bob** will extend this same offer to them. You will be doing them a gigantic favor by referring them to a company they can trust.

**\$0 Down, 0% Interest & 0 Payments For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams...and make ZERO PAYMENTS FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors right now.

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and take advantage of the “Ambassador Special,” and all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

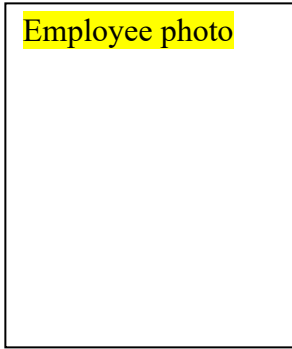
Sincerely,

**Employee Name**  
**Title, Your Store**

**P.S. Take advantage of the “Ambassador” offer—bring this letter to **Your Store** by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room FREE! You can also call me directly at **123-456-7890**.**

**P.P.S. Who is the next person you know who could benefit from the powerful guarantees and services that I’ve described? Can I count on you to pass this letter along to them, too? You will be doing them a gigantic favor by referring them to a flooring company they can trust!**

Employee photo



Employee name/title

2<sup>nd</sup> Notice

Take Advantage of Our  
“Ambassador Special” For Friends  
And Relatives of **Employee Name**  
ONLY!  
**Get Every 4<sup>th</sup> Room Of  
Flooring FREE!**

*And Pay \$0 Down, \$0 Interest, and 0*

Dear **Client Name**,

As I said in my last letter, I’ve gone to work as a (salesperson, installer, receptionist, project coordinator, etc.) for **Your Store**. I want to let you know how excited I am about the opportunity to work for a company that helps people with what may be one of the biggest interior decorating or remodeling projects in their home: buying new floor covering.

**Why I chose to work for **Your Store**  
instead of any other floor covering store**

I’ve discovered that many floor covering stores (especially “big box” stores) don’t always do what’s in the best interest of their clients. Either through poor training of their installers, unprofessional behavior, or an uncaring attitude, many stores make the buying and installation process very stressful for their clients. And that’s why I chose to work for **Your Store**.

**Here’s How To Get Every 4<sup>th</sup> Room FREE!**

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**You Are Protected By **Bob’s** 100% Iron-Clad, Bullet-Proof “No Regrets Guarantee”:** *You’ll love your new floors, we’ll replace them...FREE!*

A big concern when investing in new flooring is accidentally getting a color or style you don’t like, and having to live with a decision you’ll regret. **Bob** has TOTALLY eliminated that concern for our clients. **If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. **Bob** will replace the materials free of charge.** (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover

that.)

**(To help insure that you DO choose the right style and color the first time, we give our clients a free “Design Audit™.” I’ll tell you about that in a minute.)**

**Bob** offers this amazing guarantee because he realizes you’re going to have your new floor for a long, long time, and he doesn’t want you to have to live with a choice you’ll regret. **Bob** and I and everyone on the **Your Store** team want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, he’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

## **You’ll Enjoy Our Fun, Stress-Free, World Class Installation System!**

The **Your Store** team specializes in knocking the socks off our clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

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**Installer professionalism guarantee**—**Your Store** installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

## **Get A FREE Lifetime Installation Warranty**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. We offer a lifetime installation warranty at **Your Store**. You NEVER have to worry about something going wrong with the installation. If it does, we fix it FREE! And we do it quickly.

**What to do right now**—Bring this letter to **Your Store** by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room FREE! Plus take advantage of all the other powerful benefits you will enjoy as my personal client. I’m looking forward to helping you beautify your home with the flooring of your dreams! (You can also call me at **123-456-7890** and speak to me directly.)

Sincerely,

Your Name  
Owner, Your Store

**P.S. Take advantage of Bob's "Ambassador Special"—bring this letter to Your Store by August 31<sup>st</sup> and get every 4<sup>th</sup> room FREE! But we can only extend my offer until then. If you come by afterward, you'll be too late. (Feel free to call me directly at 123-456-7890 with questions.)**

**P.P.S. Who is the next person you know who could benefit from Bob's special offer, and the powerful guarantees and services that I've described? Can I count on you to pass this letter along to them? You will be doing them a gigantic favor by referring them to a flooring company they can trust!**

**P.P.P.S Check out the enclosed testimonials to see what real, live clients are saying about Your Store.**



Employee photo

*Final Notice*  
**I Still Want To Give You  
Every 4<sup>th</sup> Room Of  
Flooring FREE!  
But time is running out...**

Employee name/title

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Still hoping I might hear from you.  
Sincerely,

**Your Name**  
Owner, **Your Store**

**P.S. Don’t Delay!! Bob’s “Ambassador Special” is almost over. Hurry and bring this letter to**

my store by **August 31<sup>st</sup>** and get every 4<sup>th</sup> room FREE! But we can only extend my offer until then. If you wait until afterward, you'll be too late. (Call me directly if you have questions: **123-456-7890**. I'll be happy to speak with you.)

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