Large certificate - visual cue for staff to engage in a conversation about their move and quickly gain rapport

> Gift Certificate Our Welcoming Gift To The Robinsons \$10.00 COUPON The Most Complete & Friendly Hardware Store Primo Water Automotive Chip In-Store & Residential Paint Delivery PRIMO Fill Station Color Matching **Key Cutting** Lock Servicing 11274 S Fortuna Rd Yuma, AZ 85367 928-376-6517 www.Kabatsace.com **Hardware Stores** U-HAUL U-Haul **Key Cutting** Propane Exchange Authorized Bu: imit one certificate per household The Kabat Family F 🗾 🗖 This area is reserved for your expiration period, to be Locally Owned & Operated imprinted through digital processing, at time of printing.

> > www.ourtownamerica.com

Name is big and easy to read so staff call by name – a person's favorite sound!

Tracks response for exact ROI.

Triggers follow up postcard

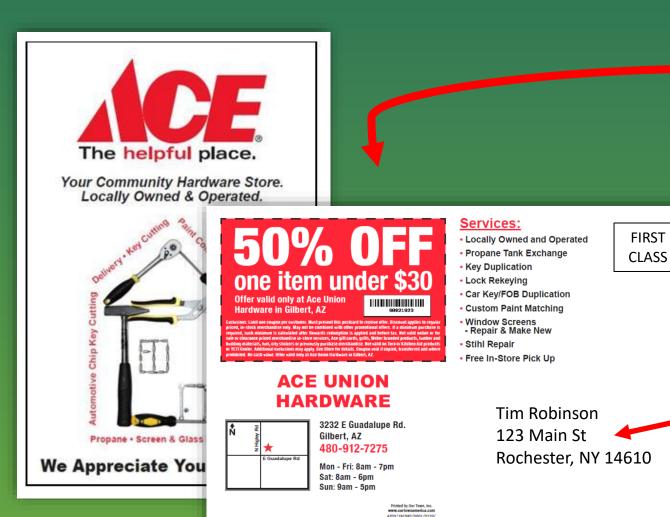
No strings attached gift invokes the Law of Reciprocity – we are built to want to give back to

those who

give to us.

Follow up thank you postcard arrives 10 days later in their mailbox a trigger for a repeat visit.

Staff sees follow up card - "oh, you came back!" New resident thinks, "they remember me? WOW! This place is great!"



Softer offer for longer shelf life up on the fridge or on the counter

Name is again staff call by name - a person's favorite sound!

printed on card so



Gets torn off and likely thrown away

No follow up thank you postcard for known repeat visit

Name is too small to read without being awkward

## **MOST IMPORTANTLY!!!**

Quality of list. This is my AUNT, who lives in CALIFORNIA. Why did she get a card at my house in HAWAII??



Offer requires a purchase, which does not invoke the law of reciprocity

Probably tucked into wallet – no visual cue for staff.