



# Referral

In Association with

Preeminence



## PHOTOGRAPHER

**In this example a photographer uses a sales promotion that promotes group photographs but the costs are covered by the individual sales costs. Here's what he has to say:**

We have a three-step program with our high school seniors. I photograph about 300 seniors in an eight week period every year. And when the kids call in to initially book, we educate them about the whole process, but we also recommend that they bring in their friends at the same time.

About half of them bring in someone else so we end up photographing as many as seven, Eight kids at a time. This makes it sort of a zoo in the studio, but each of the kids who come in then gets a free 11 x 14 of the group shot which develops goodwill and gets the kids in as those 11 X 14's normally list for \$94. It takes nothing away from our individual sale which is great. The second stage is when the photographs come back, we put in a gift certificate either for a friend of the family or a family portrait. And then after that, when the photographs come back and they're in their hands for a few days; I do write them a thank you note. And you'd be surprised how many people call back to thank us for the thank you note.

