

## Referral Quotes

“Short handwritten notes yield long results. In sales, never underestimate the importance of the personal gesture, and right at the top of the list of effective personal gestures sits the handwritten note. Always send memorable cards and personal notes when you are reminded of a person.”

**~ Harvey Mackay author of *“Swim with the Sharks without Being Eaten Alive”***

“Because I understood that building relationships is what selling is all about, I began early in my career to send thank you notes to people. I set a goal to send ten thank you notes every day. Guess what happened? By the end of my third year in sales, my business was 100% referrals.”

**~ Tom Hopkins, Nations Top Sales Trainer, and author of *“How to Master the Art of Selling”***

“Thank you notes are one of the most powerful tools in building a huge network, both professionally and socially...People with the most impressive networks are typically avid note writers...I suggest getting into the habit of immediately sending out notes.”

**~ Bob Burg, author of *“Endless Referrals”***

“Write old customers personal, handwritten notes frequently. If you run into an old customer anywhere, follow up with a handwritten note. In this electronic communication age the handwritten note with a postage stamp gets more immediate attention than ever.”

**~ Danielle Kennedy, Author of *“Seven Figure Selling”***

Joe Girard, Guinness Book of World Records' World's Greatest Salesman, and author of “How to Sell Anything to Anybody” sent over 16,000 handwritten greeting cards to past customers and clients EVERY MONTH. As a result of that effort, Joe became the #1 car salesperson in the entire world for 12 years straight. Nearly every one of his sales came from referrals.

“Personal, Sincere, and heartfelt cards touch people's hearts and minds. They leave a lasting impression that is not soon forgotten,” Says David Frey, author of the “Small Business Marketing Bible” and editor of the Marketing Best Practices newsletter (that goes out to tens of thousands of business owners in over 38 countries around the world). David Frey, having tested and implemented just about every “referral system” you can imagine, believes that the SendOutCards system is “the most powerful referral system ever developed” and fully indorses it.

## Testimonials

"It Is Simply the Best Tool for Generating Referrals!"



**Dick Larkin**  
CEO, Weblistic Inc.  
Fremont, CA

In my business I meet hundreds of business people every week and there's just simply no way I can continually keep in contact with them on a regular basis.

I use the Send Out Cards Referral System to automatically generate personalized cards in my own handwriting to reach out to them every few weeks and remind them that we're here to provide services.

What I find is after a few cards these people are contacting me as if I am an old friend.

It develops a relationship that I just couldn't develop any other way. The Send Out Cards Referral System has literally made me hundreds of thousands of dollars in referral business; it is simply the best tool I have ever used for generating referrals.

**Dick Larkin**

"The SOC System Is the Best Marketing Tool I've Ever Used"



**Doug Hudiburg**  
CEO, Fire Mountain Marketing Inc.  
Louisville, CO

I just wanted to tell you that the Send Out Cards Referral System is the best marketing tool that I have ever used and I say that without question. That comes from over 25 years experience as a marketing professional and a consultant.

I recently used it to send a pre-show mailing to the pre-registration list for a trade show that I was managing for one of my clients. We sent this greeting card out before the show and at the show and we had over 100 people come into our booth holding the card.

Needless to say the orders are starting to roll in. It's incredibly busy for us. It's a great kind of busy because we're busy filling all these orders from this trade show and we would not have had that kind of success without this tool.

**Doug Hudiburg**

"Our Prospecting Is Completely Automated and It Is Paying Off"



**John Uhrig**  
CEO, Monochrome Marketing Solutions  
Abbotsford, BC, Canada

As a marketing consultant business owner, I was frustrated because I wanted to find a service or product that would allow me to systematize my direct mail efforts and was finding little luck in finding an automated solution or system out there.

I just want to let you know that I have finally found that system in the Send Out Cards referral system.

I have been using it over the past few months for our lead generation efforts. I have to say that it is paying off. Our direct mail to our prospective clients is now completely automated and is resulting in increase inbound phone inquires not to mention the amounts of referrals that we have been generating

It's incredible busy for us now and we could not have had this recent success without this systematized tool; I recommend this system to any professional who is looking to automate their referral business. Thanks!

**John Uhrig**

"The Greatest Customer Retention Tool I Could Wish For";



**Winston Gillies**  
CEO, Radius LLC  
Kaysville Utah

I have been in the customer support and technology business for more than 18 years. A few years ago I figured out that the only way to touch my customers personally was to send them a greeting card.

But that turned out to be a daunting task I mean who wants to sit down at the kitchen table every evening and weekend and handwrite, seal and stamp a table full of cards.

Then I was introduced to the Send Out Cards Referral System. All I had to do was pay the start up costs and import my database and, poof, I had the greatest customer retention tool I could wish for. It allows me to remind my customers of my need for referrals in a non-intrusive manner.

I recommend this system to anyone who needs to stay in contact with anyone, which pretty much includes everybody.

**Winston Gillies**

"The Send Out Cards Referral System Really Does Work!"



**Steven Scheeler**  
CEO, Desert Breeze Glass  
Mesa, AZ

"I'd been trying to find a low cost way of stay in front of my past clients and getting new clients.

With a touch of a button, I send out 60 to 80 personalized cards a month using the Send Out Cards Referral System.

It's pretty neat when customers like Sam, one of our past clients, stops by to thank us for a greeting card, in return he referred two of his friends who had damaged windshields.

The Send Out Cards Referral System really does work! I highly recommend it to any small business owner or independent professional."

**Steven Scheeler**

"Anyone Can Deepen Their Relationships with Their Clients"



**Kim Rhodes**

Pasadena, CA

Speaker and Business Coach

"As a speaker and coach I was frustrated because I wanted to find a service or product that would allow me help my clients, build their business..

Then out of the blue I received an email for a business called Send out cards I loved the fact that using this system, anyone could deepen the relationships with their clients, acknowledge their accomplishments and celebrate success with the click of a mouse.

Since joining Send Out Cards I have started to help people make a connection with their organizations no matter the size."

**Kim Rhodes**

"I Was Getting Reorders, Referrals, and Customer Loyalty..."



**Mary Jean Schmunk**  
British Columbia, Canada

"When I found the Send Out Cards Referral System, I wasn't really looking for another business, as my business plate seemed to be very full.

So when I did take a closer look at the system, I realized how I could use it to stay in touch with the customers in my other businesses.

Then when I saw the results I was getting with reorders, referrals, and customer loyalty, I got really exciting and wanted to share this with other people in business.

I love the Send Out Cards Referral System because it is so easy to talk to people about and it helps to make a difference in the lives of my friends, family and customers."

**Mary Jean Schmunk**



"The Single Best Marketing Tool to Increase Sales"



**Joel Weiner**

Managing Partner - Best2U, LLC  
Longwood, FL

When I first heard about the Send Out Cards Referral System I was skeptical that it was as good as it seemed.

I investigated it, spoke to people using it and then tried it myself.

The results, with over 25 years of sales and marketing experience across a wide range of industries, I believe that the Send Out Cards Referral System is the single best marketing tool for anyone looking to increase sales from their present customers, generate tons of referrals and significantly increase their sales and profits.

**Joel Weiner**

"I Could Create a Way Out of "Corporate America"



**Kelly Fidel**  
Business Consultant

I couldn't keep in touch with my business clients, friends, and family. My business partner introduced me to the Send Out Cards Referral System as a business tool to leverage my time, keep in touch with everyone, and have more time with my family.

What I discovered after using Send Out Cards is that I could create a way out of "Corporate America" and I was really excited because I could build a business on my time, spend much more time with my family and friends, and help others to do the same.

It's awesome; I'd recommend Send Out Cards to someone interested in having more time, helping others and in return experiencing an extraordinary life style.

**Kelly Fidel**

“After adding the SendOutCards referral System to my marketing plan, I was able to send personalized thank you cards to my clients immediately after completing projects – and something exciting started to happen. I began getting calls from my clients thanking me for thanking them, and the referral rate began to climb! The more card I send, the more calls I receive, and the buzz it’s creating among my friends, clients, and business associates is just amazing.”

***~George Marsh (Wolfpaw Consulting, Williamsburg, VA)***

We use SendOutCards Referral System and it generates us quality referrals every month. One referral came from a greeting card and it generated us \$29,380 in commissions. This system is extremely simple to use, it will save you time and money and it is very powerful. Over the years we have tried just about everything and spent thousands on marketing that never produced a dime. The SendOutCards referral system is simply the best we have used.

***~Nick & Chuck Poussan (Remax Broker, Cahndler, AZ)***

I normally sell 20-25 life insurance policies a year, minimum. In October I hit a wall. I had only sold 5 policies all year. I was setting up appointments with people who weren’t coming in. It was obvious to me that the way I was marketing wasn’t working. When I was introduced to SendOutCards, I started sending out multiple-card campaigns and birthday cards with sincere messages. In less than 6 weeks I had sold over 40 life insurance policies! Sending cards works!

***~Bill Flinn (Bill Flinn Ins. Agency Mesa, AZ)***