

Since 1973



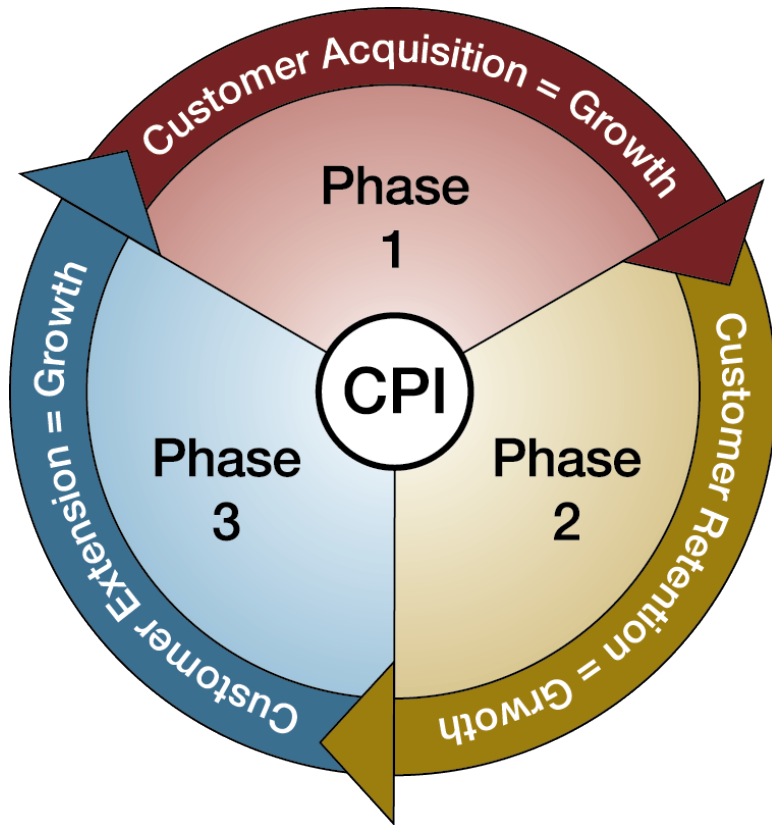
Continuity Programs, Inc.
MARKETING SOLUTIONS

**Customer Retention &
Lead Generating Specialists**

www.continuityprograms.com
facebook.com/continuityprograms
(800) 521-0026

Confidential

What We Do & Why



BUILDING AND GROWING YOUR BUSINESS

Three Key Phases

1. Acquire New Customers
2. Retain Existing Customers
3. Extend Relationships with Customers and Referrals

EVERY Business MUST attract New Customers and Keep Existing Customers to STAY in Business!

Basic Business Principles

FACTS:

1. The cost to sell a new customer is **six to ten times greater** than selling to an existing customer
2. **90% of companies** do not have an integrated customer sales and servicing method

**CUSTOMER RETENTION IS A CRITICAL
SUCCESS FACTOR FOR ALL BUSINESSES**

Why You Need To Retain Customers



WE ARE CURRENTLY
LIVING IN A TIME WHEN...

Many companies have gone out of business because of **loss of customers** and **lack of proven servicing methods** to remain the “Company of Choice” in the eye of the customer

Who We Are: Continuity Programs, Inc. (CPI)

VISION:

Continuity Programs' vision is to be the global leader in providing elite, turn-key relationship marketing solutions including technologically advanced customer retention and lead generation programs.

MISSION:

Our mission is to provide the most effective programs by industry with the strongest value proposition. We are committed to offering the most customization and flexibility available on the market for purposes of helping our clients grow their business by generating leads, pulling referrals, cross-selling, and increasing customer loyalty.

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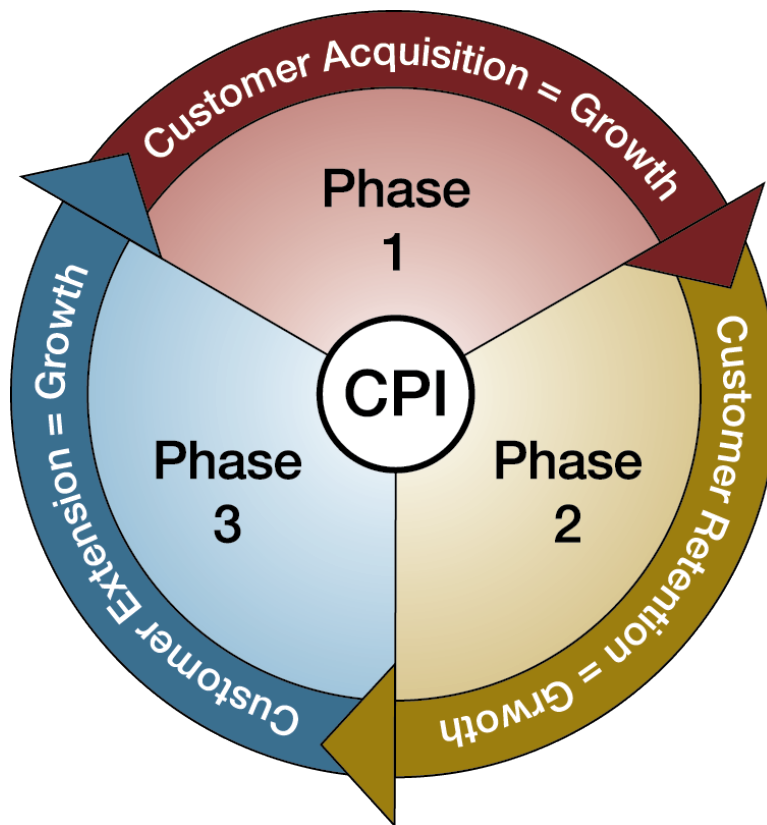
We have...

- Helped thousands of businesses grow and retain their customer base over our 38 year history
- Extensive experience providing full-service direct marketing support across industry segments
- A proven methodology to provide businesses with effective and efficient customer acquisition and retention programs

**CPI PARTNERS WITH YOU TO HELP YOU
KEEP YOUR CUSTOMERS!**

What We Do...

CPI'S INTEGRATED CUSTOMER SALES & SERVICE METHODOLOGY

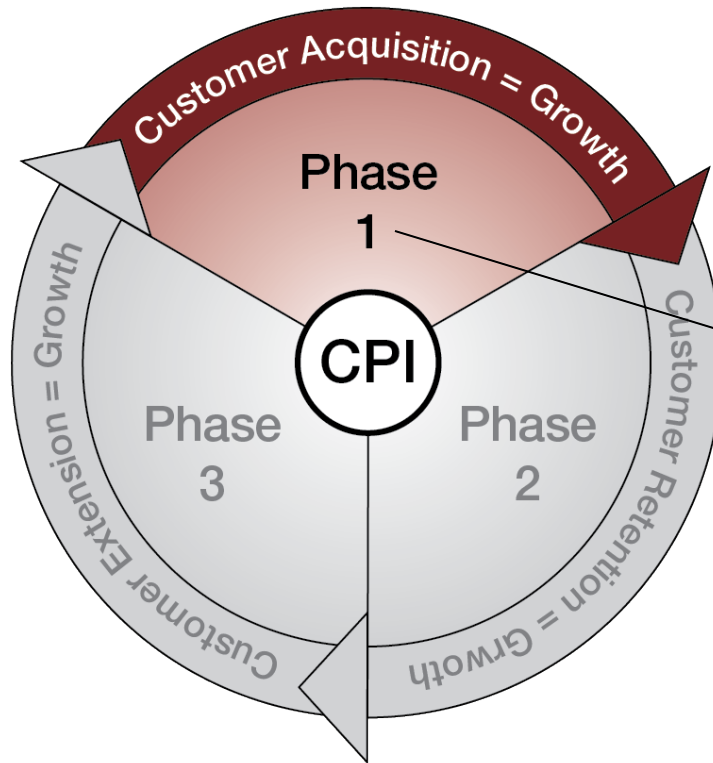


Leveraging your business
to its full potential is...

*A Journey
not an Event*

What We Do...

STRATEGY #1: CUSTOMER ACQUISITION



By adding credibility
we boost effectiveness
by **500 – 1,000%**

CPI HELPS YOU ACQUIRE NEW CUSTOMERS

What We Do...

STRATEGY #1: CUSTOMER ACQUISITION

HOW

- Targeting Specific Segments
- Prospecting Programs
- Tracking
- Follow-up

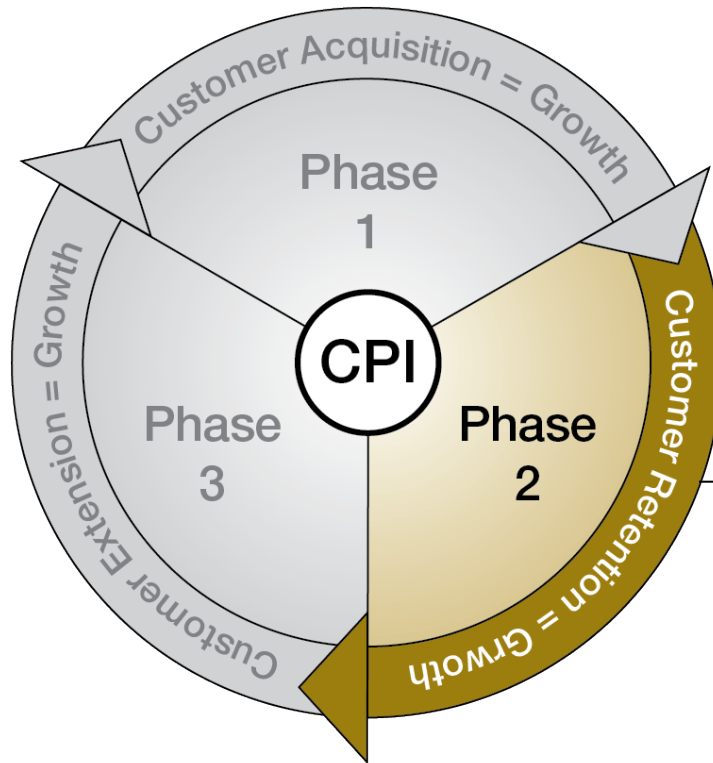
EXPECTED OUTCOMES

- Generate Leads
- Drive Referrals
- Gain Additional Customers

CPI HELPS YOU ACQUIRE NEW CUSTOMERS

What We Do...

STRATEGY #2: CUSTOMER RETENTION



We retain your existing customers and create new business leads from them.

CPI ENSURES YOU KEEP YOUR CUSTOMERS

What We Do...

STRATEGY #2: CUSTOMER RETENTION

HOW

- After the sale, send contacts through electronic & direct mail
- Engage with your existing customer base
- Series of strategically scheduled touchpoints (over a set period of time)
- Tracking and follow-up

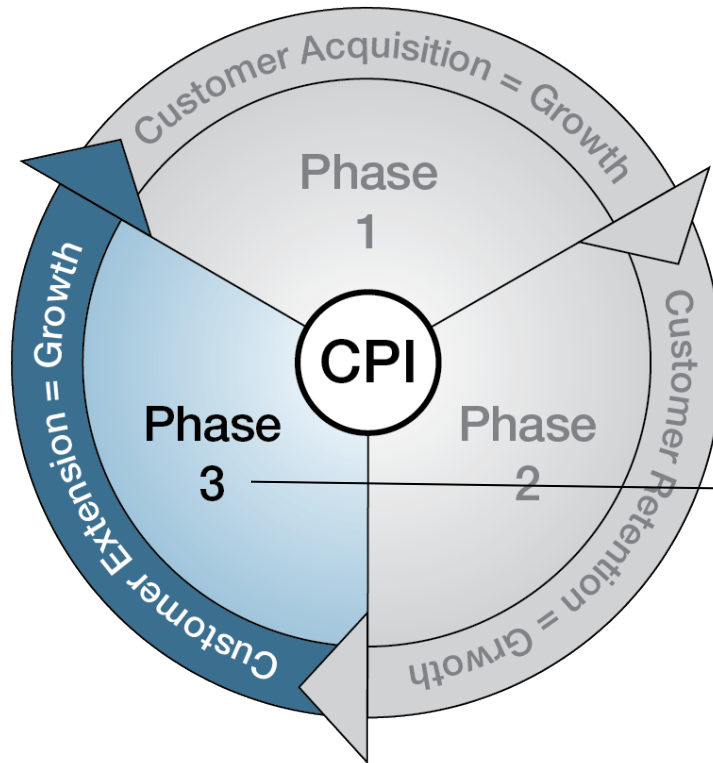
EXPECTED OUTCOMES

- Improved customer retention rate
- 25-30% response / open rate
- Maintain customers for life

CPI ENSURES YOU KEEP YOUR CUSTOMERS

What We Do...

STRATEGY #3: CUSTOMER EXTENSION



We grow your total sales per customer

CPI EXTENDS YOUR CUSTOMER RELATIONSHIPS

What We Do...

STRATEGY #3: CUSTOMER EXTENSION

HOW

- Match up customers' prior buying behavior with next offer
- Remarket your customer base via cross-selling, upselling and product extension

EXPECTED OUTCOMES

- Leverage business from existing customers
- Increase your sales per customer
- Maintain brand equity

CPI EXTENDS YOUR CUSTOMER RELATIONSHIPS

How It Works...

Step 1: You provide CPI with a file summarizing monthly customers

Step 2: CPI creates and maintains your customer database

Step 3: CPI authenticates the contacts and addresses for validity

Step 4: CPI sets up selected program(s)

Step 5: CPI fulfills & monitors the program and provides feedback

Step 6: CPI generates leads and instantly sends hot leads and tracks future leads

Step 7: You follow-up on leads

CPI PROVIDES A ONE-STOP, 100% TURN-KEY SOLUTION!

Getting Started...

THREE EASY STEPS

STEP 1. Approve Agreement & Terms



STEP 2. Provide Account Information



STEP 3. Submit Enrollments



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