

MarketPoint News

Volume 1, Issue 1

December 2007

Welcome to our newest customers!

- La-Z-Boy Furniture Galleries—Calgary
- La-Z-Boy Furniture Galleries—Atlanta

MarketPoint Features

Easy-to-use, single screen data entry

Low maintenance “hosted” solution

Can select by date range, marketing event, marketing action

Tracks prospects in a database

Automatically merges prospect data into marketing collateral

Integrates with many off-the-shelf door counter systems

To get started TODAY call 503-416-8308

La-Z-Boy Furniture Galleries Stores Increase Sales using MarketPoint Direct Marketing Software



Two La-Z-Boy Furniture Galleries franchises recognize increased sales as they take advantage of their recently implemented MarketPoint Direct Marketing Software. After only three months of operation, both La-Z-Boy independent dealers have paid for the cost of the software through increased new customer sales, existing customer up-sells and repeat customer business. In addition, they have reduced the cost of their direct mail efforts while increasing buyer response.

Mark Yohn, Sales Manager of LFG-Portland, said “Before ServerLogic’s marketing software we were averaging 24% collection of un-sold prospect’s names. With the new automated service we are currently at 43% un-sold prospect’s names collected.”

Both franchise owners were pleased with how easy the system was to implement. Since it’s a hosted solution, they did not have to purchase costly computer equipment or hire expensive support personnel.

As Ed Breunig, LFG-Phoenix’s President, stated after using MarketPoint to initiate several special sales events, “These events conservatively resulted in an additional \$150,000 of gross sales for our company, and we can’t wait to see what happens as we get better at entering a higher percentage of our non-buyers into the system.”

These operations now look forward to using MarketPoint to better target prospective buyers for personalized marketing campaigns. And their sales staff can’t wait until the next special sales event kicks off.

Tucson Stores Get MarketPoint Buy-In From Sales Staff

The sales teams at the La-Z-Boy Furniture Galleries stores in Tucson are getting excited about MarketPoint, their new sales and marketing software. When Ed Breunig, owner of the Arizona-based franchise announced that he was installing MarketPoint Direct Marketing software, the staff at the Tucson stores took a “wait and see” attitude. They had seen other marketing tools come and go and were skeptical about the newest arrival on the block.

The MarketPoint software allows sales staff to quickly and easily capture walk-in prospect con-

tact information, that can subsequently be used to create extremely effective and targeted direct mail campaigns. First off, the staff was amazed at how easy it was to get comfortable using the system. And they were pleasantly surprised at how little time it took to enter prospect data (non-buyers). Two weeks later the three stores averaged \$13,000 per store for a one day event that cost just \$187 in advertising. After the first special sales event occurred, the sales people that had entered the most prospects into the MarketPoint database experienced higher sales during the event.

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La-Z-Boy Stores Gain \$25,000 in Additional Sales

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This has inspired the rest of the sales staff to be more committed to capturing prospect data.

The franchise's marketing group was also pleased that MarketPoint was such a hit with their sales team. Not only did it help them increase special event sales by an average of \$10,000 per store, it provided them with additional benefits such as:

- Improved ability to create and execute personalized direct mail marketing campaigns
- Lowered cost of targeted marketing events
- Created a repeatable prospecting process
- Made it possible to run special invitation sales events more frequently

The same event was held in Phoenix, and for less than \$1,000 in advertising costs, the MarketPoint campaign generated a total of \$150,000 of sales in one day, or \$25,000 per store.

Meanwhile, Ed's sales people are already hard at work collecting prospect data for the next special sales event. Since the MarketPoint software



can track prospects by sales rep, this has fostered a healthy competition to see who can generate the most sales using the software.

From Ed's point of view, "MarketPoint is the most powerful and effective marketing tool we have in our toolbox!"