

A proven tool and strategy for winning new business /

By The Disc

"Absolutely guaranteed to win any business more business"

Promote your business without being there /

Ground-breaking money making /

Capitalising on your customer and client base /

Follow 'The Flow' to win more business /

Access valuable business information at a stroke /

A bonus for franchises and businesses with multiple locations /

An inexpensive route to business success /

IBM

**Business
Partner**

Our honest & good promise/



“ We can absolutely guarantee* that the Disc will win you more business. ”

From the very start we set out to design a tool and strategy that was inexpensive, easy to use and would successfully win new business for all sizes of enterprise from SMEs to corporations.

Our success speaks for itself and is proved by our rapid national growth to 2 million subscribers in just three years. A reflection of the high regard in which The Disc is held is demonstrated by the unsolicited testimonials The Disc receives from more-than-satisfied customers. A few of these appear on the back cover.

Like many simple, great ideas, the way The Disc works seems almost too good to be true!

John Pemberton

Philip Molden

Directors and Co-Founders of the Disc

* Guarantee: / The Referral Marketing System package will generate you business - or we'll give you a further year for FREE!

Contents /

p 2-3

A way to develop and promote your business
without even being there

p 4-5

How ground-breaking
can be money making

p 6-7

Develop and capitalise on the immense power
of your customer and client base

p 8-9

Follow 'The Flow'
to win more business

p 10

Access valuable business information
without lifting a finger
A bonus for franchises and businesses
with multiple locations

p 11-12

What else costing so little
can have such a profound influence
on the success of your business?



**Are you too busy
to spend time
developing
your business? /**



t: 0800 043 2100

w: thediscdirectory.co.uk

- 1/** The Disc will work for you when you are too busy
- 2/** The Disc will work for you when you are asleep
- 3/** The Disc will promote your business when you're on holiday
- 4/** The Disc will provide invaluable business management reporting information 24/7/52



*it isn't magic...
...but it's close.*

The Disc will win you business... but you have to be in it to win it /

Your online listing on The Disc starts
the process...

It stands to reason that the more people who know
about your business the more business you are
going to do.

A permanent, easily-found listing of who you
are, what you do, where you are based and how
to contact you is a tried and tested way to gain
enquiries. The very least it can do is to give you a
much better chance of being noticed by someone
who is ready to get a quote or to buy.

And that's just for starters...

The Disc
utilizes the power of
word of mouth.

*The Disc is innovative and
ground-breaking
- it was amongst the first to
introduce an online
feedback facility.*



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Money making with testimonials and referrals /

If we told you that using THE DISC would
IMPROVE your BUSINESS
PROSPECTS.../

*WOULD YOU
BELIEVE US?*

However, if users of THE DISC
SHOWED you it will IMPROVE your
BUSINESS PROSPECTS.../

*YOU WOULD HAVE
TO BELIEVE THEM,
wouldn't you?*

In essence this is the underlying principle of The Disc.

Testimonials from your satisfied customers are very welcome. But how many other people get to know about them or see them once you have neatly put them away in your filing system?

Good testimonials from happy, satisfied customers count for a lot and are highly influential in the commissioning process. Get them out there working for you!

But how much better if they could see for themselves just how good your service is through a third party.

The service from The Disc generates genuine testimonials and referrals from your own customers. We do much of the work for you (see pages 8 & 9), so the task will not be daunting.

EFFORTLESS



It's effortless ... we do (almost) all the work /

Your feedback cards are returned to us.
We do the work of monitoring the response, collating and
uploading the results and reporting back to you.

...and that's not all.

*"Social media is the way forward for businesses to
raise their profile; it is powerful, efficient and is an
excellent communications tool when used correctly -
and impartial testimonials are just the right message
for this"*

Philip Molden Director and Co-Founder, The Disc.

Use the power of social media links through The Disc

Social media marketing is about turning fans, followers
and connections into customers. Testimonials fed
through The Disc help you achieve this.



Not LinkedIn? Can't raise a Tweet? Unable
to Facebook?



The Disc provides you with FREE links to your chosen
social media. You have only to ask us. When you
receive a testimonial, as well as being posted on The
Disc website, it automatically goes out to your fans,
followers or connections!



This is a proven strategy
to winning new business.



Follow 'The Flow'... our proven form

because... we care... what you think.

What would you tell a friend or colleague about Strip Marketing?

Would you recommend them? YES NO

Was the investment up to the expected potential? Yes No

Were they comfortable enough? Yes No

Was the service completed to a high standard? Yes No

What could Strip Marketing have done better?

Please recommend other businesses or friends who could benefit from using Strip:

Name _____ Phone _____
Company _____ Email _____

If you do not wish your name to be used please tick here

Feedback provided by:

Name _____ Title _____
Company _____ Date used _____

If you do not wish your name to be used please tick here

the disc
marketing

in association with
www.stripadvisory.co.uk

Thank for your feedback.
www.strip-marketing.co.uk

Client feedback cards

Constructive criticism and comments are sent direct to you by The Disc, together with business referrals for you to follow up

The very heart of the matter ... testimonials and referrals

You distribute to your customers for their comments and feedback

Feedback cards from your customers received by The Disc - by pre-paid post or online - for processing



it isn't magic...
...but it's close.

Formula for winning new business /

Utilize
the power
and influence
of social media
sites

The Disc sorts,
collates and filters the
responses

All positive feedback is uploaded
direct to your own website as well as the
Disc website, for all to see. This new feedback
is also spread across your social media sites

Over 1 million visits are made each month to the Disc
with nearly two million indexed pages via
Google alone. Your business is helped to
achieve page 1 organic search
engine presence

twitter

[The Disc account]



LinkedIn



Facebook



twitter

[Your account]

Google

All this equates to a maximum
Google profile for businesses
subscribing to The Disc.

Invaluable Management information at your fingertips /

Constructive criticism and comments are returned to you in confidence, so that you can assess how your services are performing - and make any changes or improvements necessary.

The number and quality of your testimonials and referrals are recorded and reported to you.

Useful management information to help you monitor, control and improve your business.

EFFORTLESS

A bonus for franchises and businesses with multiple locations /

We can arrange for the testimonials or referrals for each of your operators or branches to be copied and reported to you - helping you to monitor the performance of each business which bears your name and helping to maintain and improve standards and quality of customer service.

How good is that?



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Your presence on The Disc is a great investment... absolutely guaranteed* to get results /

The RMS Package / The Disc is so sure that our Referral Marketing System works that it comes with a guarantee -
* Your company will generate business, or we will give you a further full year absolutely FREE!

RMS / The Referral Marketing System is unique and has been developed to win you more business. It enables you to capture leads and referrals from your existing customers and convert them into tangible business. Within the online directory, the RMS comes with the top spot available for your category - which is why it is exclusive to one company per area.

The RMS package is part of a range of service options covering every type of enterprise from start-ups to sole traders to corporates, nationally or by region.





**To get a better
business promotional tool
than this you would have to
spend a fortune/**

We aren't asking you to spend
more than you can afford...



t: 0800 043 2100

w: thediscdirectory.co.uk



Here

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18 College Street
Petersfield
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t: **0800 043 2100**

e: info@thediscdirectory.co.uk

w: thediscdirectory.co.uk

to serve you

Here at last... A proven tool and strategy for winning new business.

Proved in Action!

““ The Disc helps a number of our Select branches to build a solid reputation & raise their profile in a very competitive market ””

Suzie McCafferty, Director of Franchise
Select Appointments Ltd

““ Our accountancy practice achieved 43 testimonials and 6 business referrals through The Disc in the space of 4 weeks ””

Mark Nolan, Director Alliot Wingham Limited

““ My business is seeing real benefits through using The Disc and it continues to work effectively for me through their Google presence and social media feeds ””

Gary Mullins, Business Coach
ActionCOACH

““ A perfect solution for helping our broker network generate referrals and obtain client feedback ””

Robin Thomson, Sales & Marketing Director
Bluefin - Broker Partnership Services

““ The Disc has brought in 20% of extra business for us and is the only advertising we carry out ””

Grant Wearn
G & L Maintenance Limited

F.O.C



Published by The Disc



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