

Marketing Strategy 34: Meet The Host And The Beneficiary... Also Known As...“The Joint Venture”

Today, you are going to learn about another excellent marketing strategy. It's known as 'the host and beneficiary' and is sometimes referred to as a joint venture.

Here is how this works...

Imagine a host that is a retail carpet store. When they sell carpeting to their customers, they give them a FREE gift.

The free gift is one room of carpet cleaned by a professional carpet cleaning company.

The carpet cleaner doesn't charge the carpet company (the host) anything, but they are basically giving the carpet cleaner a new client.

Then a few months pass and the host's customer calls for their free carpet cleaning. The carpet cleaning company explains that when the technician comes to do the room of their choice, they will also give them a quote for cleaning the whole house. Of course, they are under no obligation to get any more rooms cleaned. It's just an opportunity to let them to know how reasonable their rates are.

Chances Are Very High Of Gaining A New Regular Client

The customer receives the free gift of carpet cleaning from a business they have already used and trust, and the offer acts as a strong endorsement for the carpet cleaning business.

The carpet cleaning business gives this prospect something for FREE. And, generally speaking, according to the law of reciprocity... when you give something for Free... the person feels obligated to give something back.

TODAY'S TASK: Start Your Joint Ventures

1. **Contact local carpet sellers by phone.** Ask them if they want to meet you to discuss opportunities for a mutually beneficial relationship.

2. **Meet the carpet seller.** Ask him to offer all his customers a free carpet clean. If they are interested, they simply write down their name and address.
3. Send the person a letter offering the free room clean and audit (refer to Steamaster Academy resources).

