



U.S. Products offers up “tie-in” program advice

4/14/2010 11:00:04 AM

COEUR D’ ALENE, ID — U.S. Products, a company based here that offers professional carpet, floor and restoration cleaning products, offers some advice on how to beef up sales with tie-in programs, a press release said.

The April 12 release said a good way to bring in customers is to team up with a local charity or non-profit.

Charlie Marinella, head of the auto care division at U.S. Products, said in the press release, “This shows that the detailer is a good citizen. The charity wins, and because it can drive more [customer] traffic to the shop, so does the detailer.”

Marinella said to give a percentage of each sale to the charity or group and to choose one that has a wide appeal and to promote your efforts through press releases, etc.

“And if the [tie-in] program is successful, send out notices about that as well,” added Marinella in the press release.

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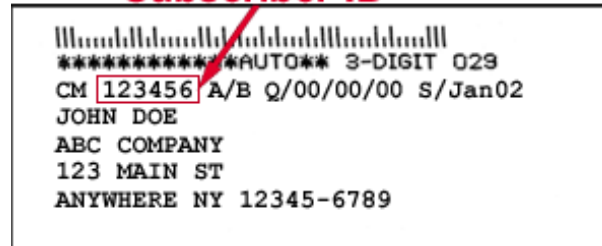
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