

THE *InfoQuest* Ten to One (10:1) GUARANTEE

InfoQuest has been described as the most effective, dynamic and actionable survey process in the world and, since developing the *InfoQuest* Post-Survey Workshop, we are now in a position to offer most clients a guaranteed return on their investment.

If, after the first initial meeting, it is felt that your organisation meets our criteria, we will offer a guarantee that if we fail to deliver ideas to improve your business revenues by more than ten times the cost of your survey, **the survey will be free of charge.**

The criteria we are looking for include the following: -

- The business division being considered for the survey has a turnover of at least £8million.
- The business is not in a monopoly situation.
- The management agree to a workshop.
- The senior individuals within the business will support the project.
- The survey will be at least 100 customer contacts.
- The business has the ability to identify its most important customers.
- The business will supply revenue and penetration figures for the survey.
- The management will be included in a prediction survey.
- There is a perceived willingness and ability within the business to either take on more work or replace less profitable work with more profitable work.
- The workshops are free of charge for *InfoQuest's* time. However, overseas travel and accommodation will be paid for directly by the client.

The guarantee will be based on the outcome of the workshop, where your senior team will evaluate the benefits of their ideas for improving their business. If, from the list of ideas generated by your senior team, it is not possible to select a number of ideas that would have a net benefit to your business worth at least ten times the cost of your survey, we will give you your money back.

InfoQuest will hold the right to define the maximum size of the survey.

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