

# Power Statement

1. Adjective
2. Adjective
3. Number
4. Market
5. Number
6. Number
7. Month
8. Number
9. Number
10. Number

# Power Statement

No one brings the SERVICE, EXPERTISE, and SCALE that YP does.

AND no one has the volume of data that helps to build \_\_\_\_\_ Adjective \_\_\_\_\_ marketing plans for local businesses like YP.

What I'm talking about is our Circle of Care solution where we provide a \_\_\_\_\_ Adjective \_\_\_\_\_ service to customers who qualify. With this service we track every phone call that we deliver to those advertisers, we capture who is calling and where we delivered that lead from. In addition to that we hold ourselves accountable for delivering an agreed upon number of leads. Nationally, there are currently \_\_\_\_\_ Number \_\_\_\_\_ customers with our Circle of Care service. Locally here in \_\_\_\_\_ Market \_\_\_\_\_, we have \_\_\_\_\_ Number \_\_\_\_\_ customers. And, we are meeting or exceeding on our lead agreement with over \_\_\_\_\_ Number \_\_\_\_\_ % of those advertisers. Just this \_\_\_\_\_ month \_\_\_\_\_ we delivered \_\_\_\_\_ Number \_\_\_\_\_ leads to those advertisers, with \_\_\_\_\_ Number \_\_\_\_\_ of those leads coming from our print product alone. (And, not all of those \_\_\_\_\_ Number \_\_\_\_\_ advertisers are even represented in our print product) And the best part of it is I can see how we are generating leads to the other plumbers in our area. And it is because of all this data that I can recommend to you with confidence a tailored marketing program with the right mix of products that fits the goals and budget of your business.