



Discover How...

Kitchen Saver Increased their Referral Sales by 50%!



The Challenge

Over the last few years, Kitchen Saver® saw less than 1% of their sales coming from referral business. In business for over 25 years, Kitchen Saver® should have had plenty of referral business but didn't have a system in place to capitalize on their success.



The Solution

After meeting with gFour Marketing, Kitchen Saver® implemented the Professional Plus Program, including:

- The Authentic Feedback System
- Personalized Thank You Cards
- The Referral Rewards Program
- The Referral Appreciation Program
- Custom Email follow -up sequences
- And more!



The Results

By incentivizing referrals and regularly communicating with customers, Kitchen Saver® saw:

- **Referral sales increase by 50%**
 - **10% of total sales resulting from referral business**
 - **AND a 1,000% increase in positive online reviews**
- In just 8 months!**



With these programs in place, Kitchen Saver® can now capitalize on every satisfied customer by generating more leads through referrals and an increased online presence.

"[The Program] is definitely worthwhile—it gives customers a better avenue to communicate with us and increases our organic ranking on Google. It's leaving the lines of communication open and allows us to stay in constant contact."

Tish Coale, Kitchen Saver®
Owing Mills, MD