

# The Amazingly Easy Way to Add Value to Your Business

Easy to do. Easy on your time. Easy on your budget and bottom line. Easy to create valued and appreciated people. Easy to grow a healthier, stronger business.

So what's the secret?

Gift-giving. But not just any gift-giving. This amazingly easy one will have you wondering how you could have done without it in the past.

Like most businesses, you understand the value of giving gifts. But when that means long hours of trying to figure what to get, where to order or buy them from, maybe repeated trips to stores to buy the items, having to find a place to store them, then hauling them out for the presentation, it becomes expensive in terms of time and money. Small wonder you begin to question whether it's really worth all that fuss and bother.

Yet you do recognize that **gift giving has value**. Especially when you **consider the following**:

- 79% of people who leave their job state it was due to **lack of appreciation** as being a key reason (Society for HR Management).
- 65% of employees said they received **no praise or recognition** in the workplace last year (Gallup Organization Poll) Employees soon stop working just for a paycheck; they need something additional to show they are appreciated and noticed for a job well done.
- The average cost of replacing an employee is 150% of annual compensation (Insight, a CPA Magazine).
- Studies have shown that customers are **much more likely** to choose to go back to a company that has given them a corporate gift over a company that has not.
- Vendors who gave were **more than twice as likely** to increase the chances of being contacted by customers as those that didn't have a gift program.

## Why consider a gift-giving program

What can a good gift program do for your business?

- Show your employees, clients and vendors that they are valued and appreciated
- Reduce employee turnover
- Increase employee productivity and boost morale
- Achieve revenue growth goals
- Improve customer loyalty
- Generate more client referrals
- Lower workplace related accidents

So yes, you do understand that **there is value in gift-giving**. But how can you afford the time and money to do it when you are so busy just trying to keep ahead of the game? When the company budget is getting leaner by the year?

Well, what if you could? **What if there was a gift that was:**

- small in size – takes very little of your space
- **perceived to be of greater value** than what you will spend on it
- **easy to choose**
- **easy to order**
- **easy on the budget**
- **good for your bottom line**
- appropriate for almost any person

Would that be worth considering? I'm guessing there's a good chance you're saying "Yes!".

Well, there is such a gift. Allow me to introduce:

**Fritzke & Associates**  
**"Ribbon – the Gift of Choice".**

What is Ribbon? Ribbon is a special gift program that starts with a **gift card**. The card is **redeemable online in just a few very simple steps**. Each card accesses one of a number of albums of 35+ brand-name gifts to choose from. Once the choice has been ordered, the physical gift arrives on their doorstep within days.

**Why would you consider Ribbon – the Gift of Choice?**

What makes Ribbon a good choice for you?

- **Easy on your time** - All it take is a few minutes to order the cards online or through a simple phone call. No taking hours trying to figure out what to get or having to go shopping. Just a few minutes and one simple step.
- **Fast shipping** - The cards usually arrive within three business days, so you don't need weeks of lead up time. Great when you need a good gift in short order.

- **Your choice is easy** – just pick one of the gift albums available to you (9 albums in Canada or 19 albums in the USA, with more being added regularly.). Depending on your budget or your occasion, that will be a fairly easy choice to make.
- **Appropriate gifts** - With at least 35 gifts in each album, and some with considerably more, there is sure to be something for everyone on your gift-giving list. That's a relief for you – taking all that guesswork out of what to get someone. It's also a pleasure giving someone something you know they will value and appreciate – because they got something they wanted. You're not wasting money on something that could just end up in the closet, in a yard sale, or even in the garbage, because it didn't fit or suit the person it was given to.
- **Albums updated regularly** - The items in the albums are changed yearly. That means you could use the same album year after year – even to the same person - and they would feel like they have a whole new gift package to choose from.
- **A variety of price points** - The albums come in a variety of price points from \$35 - \$300. So it's easy to choose one that fits your budget. Best of all, the price you choose is the price you pay. There are no hidden or extra fees to worry about. There are also no shipping charges (for either you or the recipient) – shipping is free in both Canada and the USA. That's all included in the price of the album(s) you choose. The only extra fee would be if you want your company logo added to the presentation folder – there is a small fee added for that service.
- There is **no sign-up fee**.
- There is **no contract** to sign.
- There is **no minimum purchase required** – you can buy one or several hundred, any time you want. How's that for hassle free, and making life easy for you!
- **Payment options** include cash, check or credit card.
- **30-day financing** is available if needed.
- Need help setting up your **gift-giving program**? Want to develop an **incentive program**? You get that included too – more on that in just a bit.

While Ribbon is a wonderful tool for adding value to a business, it can also be used by individuals. Since there is no sign-up fee, no contract, and no minimum purchase, Ribbon makes gift-giving easy for the person who needs something different for a wedding, birthday, anniversary or other special occasion.

## Why is Ribbon good for the person who gets it?

What makes Ribbon good for the people you give it to?

- They get a **tangible gift**. Something they can touch and see. People like that. And they'll like you for giving them that.
- They get a gift **they get to choose**. It's hard for larger companies, sometimes even for smaller ones, to find something appropriate for each person they want to gift. This way the recipient gets to choose something that is of value to them – and that is welcomed.
- **Getting their gift is incredibly easy**. The gift card directs them to a special website – [www.ordermygift.com](http://www.ordermygift.com) It welcomes them and directs them to enter the serial number on the back of their card. That takes them directly to the album you choose for them. They look through the gift selection available, and make their choice by clicking on the gift they want. They are asked for their shipping details and that's all there is to it. In just a short time – sometimes within days - the gift arrives on their doorstep or mailbox.
- There is **no price given on the card** – or in the album online that the card directs them to. Most gift cards have a value attached to them, so people know how much you spent on them. With Ribbon, there is no value shown on the card or the album. People who have been asked to put a price on the card after they have gone through the album and have chosen their gift almost always state a higher price than what the card/gift actually cost. You're definitely getting good value for your money when you have people thinking that you've spent more on them than you actually did!

In giving the Ribbon gift card, you don't just give your recipients one good experience, you give them four. Four times when they will have reason to think of you and to appreciate how you have honored and valued them.

- **One**, they feel acknowledged for their worth and importance to you **when you first give them the Ribbon gift card**. The classy, professional presentation package makes them feel special and prepares them to expect something special – and they won't be disappointed. Of course you've included your own personal card appropriate to the occasion.
- **Two**, they feel relieved and happy when they go to the website to choose their gift and discover **how easy and convenient the process really is**. No extra shipping fees or anything to worry about. No having to make a trip to a store or shop to get their gift, just go online, choose their gift and it all gets delivered right to them.
- **Three**, they feel excitement and anticipation when they see the gift selection that is available to them. There are at least thirty-five gifts per

album and often more, so they are pleasantly surprised at **the amount of gifts they can choose from**. They are also impressed that this is well-known brand-name merchandise with a high-perceived value. That makes them feel again that you have truly appreciated and valued them.

- **Four**, they have reason to be grateful to you **when their gift arrives**, and they get to enjoy something that is meaningful to them. They'll also be impressed with how quickly the gift arrives – often within days of placing the order.

With positive experiences like that, it's easy to **generate goodwill**, to **impress people**, to **create employee and client loyalty**, to **get referrals** – all of which is very good for you and your business.

Okay, you say, this all sounds pretty good. But **are there any problems with gift cards?** Yes. Let's look at some of them.

- Some gift cards are given only for specific stores or shops. What if the person doesn't particularly like those products or stores? They may not even bother to use the card. And they won't feel particularly valued by you if that happens. With Ribbon, you don't need to worry about that. With all the gifts your recipient gets to choose from, you can be sure they'll find something they like.
- Most gift cards require going someplace to use them. That's often extra driving and time the person may not want to be bothered to do. With Ribbon, that's not a problem. All they need to do is get online, click a few links, add some shipping information and it's all done. Simple as that.
- In today's uncertain economy, stores or shops may shut down before the card even has a chance to be used. Ribbon, on the other hand, is backed by a no-debt company that has been around for many years. You can rest assured that this card will be honored.

### **Your “double” guarantee**

What about guarantees? Does Ribbon offer one? Actually, Ribbon has what you could call a **double guarantee**.

- First, **you are covered by a 180-day satisfaction guarantee**, so there is no risk for you. That's on top of the fact that Ribbon has no minimum purchase required, no sign-up fees and no contract to sign. You can't get it much better than that.
- Second, **your recipient is also covered - with a 180-day return policy**. That means if they should choose a gift they don't like as much as they thought they would, they can choose another gift instead. Here's the guarantee:

**Satisfaction Guarantee**

If for any reason the Gift Card recipient is not satisfied with their selection from this Gift Collection, they may return it within 180 days for an exchange. A replacement will be sent immediately upon receipt of returned merchandise. If for any reason the purchaser of a Ribbon™ Gift Collection is not completely satisfied, the purchaser may return the Gift Card within 180 days of purchase for an exchange or refund of the Gift Collection price and applicable sales tax. .

So you are covered twice over. First, for yourself, knowing that you can return your cards for whatever reason within 180 days. Second, knowing that you are guaranteed to have happy recipients. They will appreciate how much care you have taken to ensure that they get a gift they will enjoy. (Even if they don't know how little time and effort it really took on your part!)

Oh yes, there is one other special feature to the Ribbon card. **Each card also comes with a tracking number.** It's highly unusual for it to happen, but if something did go wrong and the gift didn't show up, this feature would make it possible to track what happened and see that it gets straightened out.

### Who is behind this Ribbon program?

There's one more secret to why the Fritzke & Associates Ribbon program is a good one to work with. And that is **Darcy Fritzke.**

Darcy's background as an engineer gave him **insight into gift-giving from the recipient's side.** There he saw the problems associated with gift giving that wasn't done well. Far too often he saw unwelcome, inappropriate gifts shoved in a closet or drawer, or sometimes outright thrown in the garbage. He saw how those recipients didn't feel valued or appreciated, if anything, they felt the opposite.

He began to think about that and to research whether there could be a way to make gift-giving actually accomplish what it was meant to do – with maximum benefits. **Extensive research led him to “Ribbon – the Gift of Choice”.**

What impressed him was:

- the **diversity and quality** of the gifts available
- how **easy** it was to redeem the gift card
- how **quickly** the gifts were delivered
- how easy it was to **save time and money** with this program
- how much easier it is to **promote greater productivity, attendance and on the job safety**
- how easy it was to **improve a company's bottom line** when gift-giving genuinely made its clients and vendors feel valued and appreciated

He was so impressed with what Ribbon had to offer that he determined to share this with others. Fritzke and Associates was founded in 2007 to do just that.

**Satisfied clients** such as the following are agreeing with Darcy's assessment of how easy this program is and the value it offers their businesses.

*"Global Reserve and Finance has known Mr. Fritzke for four years and has conducted business with him for the last two years with complete satisfaction. The gift cards have helped considerably with Global Reserve's marketing campaign by providing an affordable, convenient and effective method to say "thank you" to its clients and to express its appreciation to its employees and subcontractors for all their dedication and hard work. As a direct result of the gift cards Global Reserve experienced an additional investment of \$50,000 from one client and an additional \$150,000 from another for the month of January 2009. Also, many of the clients have expressed their gratitude for the thoughtful gift.*

*Working with Mr. Fritzke is a pleasure and Global Reserve looks forward to many more years of productive and fruitful business with him."*

**Ana August...Global Reserve and Finance Limited**

*"Thank You for giving me the opportunity to use the gift card program.*

*We have had a great response with the cards, we feel very confident that our customer relations will improve greatly...*

*As a previous General Manager (in the automobile business Jaguar LandRover Rolls Royce Bentley) I feel this program will enhance that void between meeting and receipt of the policy and certainly obtaining referrals...*

*I will be reordering and referring your program in the future"*

**Martin Dienn...Advisor - Sun Life Financial**

*"I just wanted to drop a line and thank you for your great business and for introducing it to us.*

*We have found the ease of use and selection to work great for our "Client Gifts" and add to that the fact we can let them choose what they want is even better!*

*The delivery system works great too and in this busy world makes it so much easier for us all trying to make sure we look after those we want to look after in a timely and efficient manner."*

**Jim Messner...CEO/President - Bow River Realty**

*"We have used this service on numerous occasions as wedding gifts, the recipients were thrilled with opportunity to choose their own gifts! The excellent quality and quickness in delivery exceeded our expectations. I will be using this service to thank my "A" corporate clients. Thank you for providing such a wonderful service!"*

**Jeff Ryan...Touch Canada Broadcasting 88.9 Shine FM Radio**

*"I have had the great opportunity of working with Darcy this past year. He has assisted my firm with increasing our employee retention and building our relationships with our clients and business associates. His solutions and advice not only cut our costs but also increased the satisfaction of our stake holders. Darcy's personality is very dynamic and I not only recommend his services but also feel very comfortable doing so."*

**Chris Burylo...President - Acute Services**

What Darcy's clients have come to respect and value in working with him is his **integrity**, his **personal touch**, and his **excellent follow-up**. If you work with Darcy you know your best interests will be well taken care of.

If during your introductory session, you find that you want help setting up your **gift-giving program**, Darcy will gladly help you with that. If you decide an **incentive program** would be good for your business, Darcy will help you design one for your company.

While anyone can go online and check out the Ribbon program, the easiest way to learn about it is to **contact Darcy for a free consultation** – either in person, or by phone.

During this consultation, Darcy will introduce you to Ribbon, get to know you and **explore how Ribbon can best benefit you and your business**. You won't feel pushed or pressured. Darcy's easy going personality will make this visit a pleasure for you.

So why not make your life easier, your business better, starting today? Simply **call Darcy now at 403-585-4751 or 1-888-488-1639**, or e-mail him at [dfritzke@cybershoppin.com](mailto:dfritzke@cybershoppin.com) **to request your Free introduction to "Ribbon – the Gift of Choice"**.

Remember, you'll be getting one of the easiest gift-programs available. One that's...

- easy on your time
- easy on your budget
- easy to do – both for you and the person who receives it
- easy to generate goodwill
- easy to create more productive employees
- easy to build trust and loyalty in your customers
- easy to get referrals (the best marketing going)
- easy to benefit your bottom line
- and more

PS. Where else can you find something so easy that creates as much value for you and your business? Just pick up the phone and **call Darcy today (403-585-4751 or 1-888-488-1639) for your free introduction to Ribbon**. You'll be glad you did. Quite probably the only regret you'll have is that you didn't know about or use this program sooner.