



SHOTGUN
CAPITAL ADVISORS, LLC

Document Destruction Industry Report

October, 2007

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Hello,

I can remember from when I was a child an old, greasy sign hanging in the garage where my parents got their car serviced. It said "IF WE DON'T SATISFY THE CUSTOMER, SOMEONE ELSE WILL." In this issue we talk about getting closer to your customers by using surveys.



On October 30 we will be releasing our own survey in an effort to benchmark document destruction industry performance. Please take the time to complete the survey, as the results we will provide you will be worth the time invested.

We welcome your questions anytime. Of course, we'd love an opportunity to discuss our merger and acquisition advisory services, marketing support services, and business support.

Sincerely,

Jim McGuire

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Survey Says?!

The more you know about your customers, the more likely your relationship with them will develop "friendly entanglements" that make switching to a competitor much more difficult. How do you find out how happy your customers are? Ask them.



Conducting customer surveys helps your business in several ways. Though the experience may be sobering, surveys are extremely valuable when the results are acted on. Making improvements and corrections based on customer input is exactly how you want your customers to perceive your company. You may even uncover additional business opportunities.

When your company scores high in customer satisfaction, advertise it. Promote it. Enclose copies of your results in RFP responses and make them a part of every sales presentation.

From a business sale perspective, customer retention is one of the most carefully looked at items on the due diligence list. Providing evidence of regular customer surveys with strong results will make your business more attractive to a buyer, and potentially more valuable.

Customer surveys are inexpensive and templates are easy to find on the internet. Online surveys with email invitations are very effective and professional in appearance. If you have difficulty finding one, give us a call.

Comments? Email me at jim.mcguire@shotguncapital.com

Every Truck Must Have A...

Disposable camera, and every one of your employees must know why it is there.



Should your vehicle be involved in an accident, it is extremely important to document the accident scene from at least four different angles. The photos should include the entire accident scene and the position of the vehicles involved.

Providing your insurance claims representative with actual photos of the scene will greatly reduce your chances of being blamed for an accident that your employee did not cause.

[An Invitation to Participate in the Document Destruction Industry Benchmark Study](#)

On October 30, Shotgun Capital Advisors LLC will launch its first Document Destruction Industry Benchmark Study and invites all owners of on-site and off-site shredding businesses to participate.

To date, document destruction services have been conglomerated into the broad industry spectrum of business & security services. This study intends to isolate the document destruction industry performance from business and security services and serve as a benchmark for quantitative performance. **Participants will finally be able to compare their sales, marketing, and operating performance against an industry benchmark.**

Participation is free to companies providing data, and all participants will receive a standard participant report of the main findings of the study. Individual company data will be maintained in strictest confidence and will be used only in pooled analysis that maintain company confidentiality.

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