



SHOTGUN
CAPITAL ADVISORS, LLC

Document Destruction Industry Report

November, 2007

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Hello,

At the end of last month we emailed over 750 document destruction business owners an invitation to participate in our 2007 Industry Benchmark Study. I am pleased to report that participation has been fantastic and we look forward to closing the survey soon to compile our report.



If you have not completed our study and wish to do so, please check your email history for October 30 and follow the link. Remember, participants will receive a complimentary copy of our findings.

We welcome your questions anytime. Of course, when you're ready to sell your business or buy someone else's, we're here to help.

Sincerely,

Jim McGuire

P.S. If you did not receive an invitation and would like one, please email me at:

jim.mcguire@shotguncapital.com

Marketing With Referrals

Referrals should be one of your top three sources of new customers. If not, you are neglecting your business.

Marketing by referrals is wonderfully cheap and has one of the highest close ratios of any marketing campaign. Why? Because referrals (and their sister, testimonials) carry immediate credibility to your business. Yet few owners ask for referrals, and even fewer ask in the right way and at the right time.

The idea is simple - get new customers by asking your existing customers to recommend contacts they may appreciate your service. One of the best times to ask for a referral is on the heels of terrific service. Going the extra mile can certainly pay off big time.

Let customers know how important referrals are to your business. My business is heavily dependant on referrals, and every client of mine knows it because I tell them. If you have good relationships with your customers, they will gladly refer business to you.

One last tip: A hand written thank you note and a low denomination Starbuck's card will keep those referrals, and new business, coming in...

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



Vehicle Files

For most of you, your vehicles are your most valuable hard assets. Keeping your vehicle maintenance files in pristine condition will pay off when it is time to sell your business.

During due diligence, vehicle maintenance files are of particular interest to a buyer. Buyers will look to make sure you have performed scheduled maintenance regularly



and on time. It is helpful to maintain a separate file for each vehicle, keeping all maintenance and repair invoices together. Record vehicle mileage and hours on each invoice to show your service intervals.

As for your driver pre-trip inspection forms, maintain these records for the amount of time required by law and make certain they are reviewed for repair needs daily.

REMINDER: An Invitation to Participate in the Document Destruction Industry Benchmark Study

On October 30, Shotgun Capital Advisors LLC released its first Document Destruction Industry Benchmark Study and invited 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.

If you have not already completed the study and would like to do so, please check for your invitation in your email history on October 30.

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