

What is the # 1 reason not to participate in S6M?

“I can’t afford to give two discounts on the same sale!”

Our rebuttal:

- 1.) You give discounts to customers who come to you because of more expensive advertising. Because this advertising is less expensive you’ll save money.
- 2.) If 10% of your customers receive a 10% discount and if S6M is a huge success and sends you 10% of your business, than 1% of your customers would get an additional 6% off. If 1% of your customers equal 1% of your gross, and since this 1% of your gross has received a 10% discount it becomes .9% of your gross. You will be giving up 6% of .9% of your gross for double discounts*. This means if S6M sends you 10% of your business you would lose 1/1,852 or .05% of your gross revenue due to double discounts*.
- 3.) If 40% of your customers get 10% off and 10% of your business is S6M, your revenue loss due to double discounting* would only be 1/463 or .22% of your gross revenue.
- 4.) The total cost for 10% of your business being from S6M is .6% of your gross revenue. This cost is in the form of a discount which is given 100% directly to your customer and nothing to us. If S6M becomes this popular you’ll sell lots of membership cards and you could actually be paid to advertise!
- 5.) Your free gifts for faxing a Free Ad Authorization are easily worth \$200.00. You would have to get \$3,300.00 in profitable S6M business before your advertising cost (6% discount) would equal the value of our gifts.

*Please feel free to call me to discuss the math.

Sincerely,
David C. Taylor
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