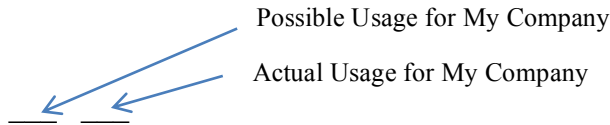


The 21 Most Popular Uses of Diamond Certified

Instructions: Mark the first underline on the left side for each listed usage that's a possible usage for your company. Leave it blank if it's not a possible usage. Then, mark the actual usage on the second underline.



CUSTOM BROCHURES

1. ___ ___ Use with shoppers to **prove quality** and turn more into good margin buyers. Also, you may be helping a **“sold” family member sell her spouse** on your company.
2. ___ ___ Hand to regular customers to **improve retention** and **increase the number of referrals** you receive.
3. ___ ___ Have your technician hand to each customer during service to **reduce customer nervousness**.

PHONE

4. ___ ___ Use the Diamond Certified phone script to **set better appointments** with fewer cancels and get prospective customers ready to buy before you meet.
5. ___ ___ Use Diamond Certified within your voice mail message so people will feel that, even though they didn't reach you live, **they've called the “right” place**. They'll be more likely to leave a message and wait for your call back.

DIGITAL

6. ___ ___ Use the symbol and a link to your web-based Diamond Certified Company Report page in your **email signature to build trust and increase sales**. Attach your e-brochure to your email when you answer prospective customer questions.
7. ___ ___ Use the Diamond Certified **Facebook Feed to display a verified customer survey response** each Tuesday on your company's Facebook page.
8. ___ ___ Use the Diamond Certified Widget to **increase your website's value** for consumers, turn more shoppers into buyers and improve search ranking.
9. ___ ___ Use your **Diamond Certified Video Profile** on your website homepage to **increase customer confidence** and give prospective customers the opportunity to know and like you before they even call you.
10. ___ ___ Use your Diamond Certified status and link to your Diamond Certified Company Report page **in all digital media**, including AdWords, Yelp, Facebook, Angie's List, Pinterest, etc.
11. ___ ___ Call our VP of Digital for a **digital audit of your website to improve performance** and ranking.

DIAMOND CERTIFIED SYMBOL AND TAG LINE

12. ___ ___ Use in your advertising to cause more people to trust your message and **attract new, high-margin customers**.

13. ___ ___ Use Diamond Certified banners, signs and labels to **elevate your company's quality image.**

BRANDING/REPUTATION

14. ___ ___ Get **high ranking Google Review stars** by linking your website to your Diamond Certified Company Report.
15. ___ ___ Become a Diamond Certified Expert Contributor to **build your personal and company brand** by supporting your community. Hand out your Expert REPRINTS, post your Expert Videos and link to your Expert Homepage to **build your reputation for helpful expertise.**
16. ___ ___ Give away Diamond Certified Directories at your location to **be known for helping consumers.**
17. ___ ___ Participate in the Diamond Certified Directory Gifting Program to **superglue the loyalty of your customers and increase referrals.**
18. ___ ___ Use the Diamond Certified customer template letters to announce to your customers that **your company has earned Diamond Certified** for another consecutive year.

RESEARCH

19. ___ ___ Use your ongoing Diamond Certified Research & Ratings Report to **identify areas to improve** and share the voice of the customer with your staff.
20. ___ ___ Use the animated rating charts and the long list of verified customer survey responses on your Diamond Certified Company Report page to **prove your company delivers on its promises.**
21. ___ ___ Use page 3 of the Diamond Certified Directory to show potential customers **why your coveted Diamond Certified status is more accurate** and carries more clout than a competitor's reviews.

TOTAL Possible Usage Actions (PUA) _____

TOTAL Actual Usage Actions (AUA) _____

PERCENTAGE of PUA that I Actually Use _____ (Formula: # of AUA divided by # of PUA)