

# J. Franklin Frame Shop

## Customer Profile

Thank you for being one of our valued customers. Because we strive to provide personalized customer service, we regularly update our customer profiles. Please help us serve you better, by completing the information below. As our special thanks, when you return this completed profile, we'll give you **10% off your next purchase with us.**

### About You

Name  Address

City  State  Zip

Phone  Email

May we add you to our email list for home décor tips and email only specials?

- Yes  No  Please leave my name on your email list.

### Our Service

Based on your experience with us, please rate our service, with 4 being excellent and 1 being poor.

Employee helpfulness. \_\_\_\_ Employee courtesy. \_\_\_\_  
Employee knowledge. \_\_\_\_ Speed of order delivery. \_\_\_\_

### Your Needs

When selecting a frame shop, what is most important to you? Please rank in order of importance, with #1 being the least important.

Appearance of framing \_\_\_\_ Cost of framing \_\_\_\_  
Durability of framing \_\_\_\_ Speed of job completion \_\_\_\_  
Selection of framing \_\_\_\_ Level of customer service \_\_\_\_  
Other \_\_\_\_\_

How often to you have professional framing done? \_\_\_\_\_

In the past 12 months, have you had framing done by any other frame shops? If so, where?  
\_\_\_\_\_

Do you anticipate needing framing services in the next 12 months?  Yes  No

If yes, will you use J. Franklin Frame Shop?  Yes  No  Unsure

If "No" or "Unsure," is there a specific reason why?  
\_\_\_\_\_

## Our Advertising

In the past 12 months, where have you seen or heard information about us?

(Check all that apply.)

- |                 |                          |                                |                          |
|-----------------|--------------------------|--------------------------------|--------------------------|
| Newspaper ad    | <input type="checkbox"/> | Friend or family member        | <input type="checkbox"/> |
| Direct mail     | <input type="checkbox"/> | Sponsorship of community event | <input type="checkbox"/> |
| Yellow Pages Ad | <input type="checkbox"/> | Other _____                    | <input type="checkbox"/> |

In the past 12 months, have you recommended our services to friends or family?  Yes  No

In the future, are you likely to recommend us to friends or family?  Yes  No

If "No," please tell us why.

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## Optional

- |           |   |                                  |  |
|-----------|---|----------------------------------|--|
| Gender    | <input type="checkbox"/> Male                 | Education                        | <input type="checkbox"/> Less than high school diploma   |
|           | <input type="checkbox"/> Female               |                                  | <input type="checkbox"/> High school diploma             |
|           |   |                                  | <input type="checkbox"/> 2-year degree                   |
| Age       | <input type="checkbox"/> under 25             | <input type="checkbox"/> 41-50   | <input type="checkbox"/> 4-year degree                   |
| Range     | <input type="checkbox"/> 25-30                | <input type="checkbox"/> over 50 | <input type="checkbox"/> Graduate or postgraduate degree |
|           | <input type="checkbox"/> 31-40                |                                  |  |
| Annual    | <input type="checkbox"/> Less than \$30,000   | Current Employer                 | _____  |
| HH Salary | <input type="checkbox"/> \$30,000 - \$50,000  |                                  | _____  |
|           | <input type="checkbox"/> \$51,000 - \$75,000  |                                  |  |
|           | <input type="checkbox"/> \$76,000 - \$100,000 |                                  |  |
|           | <input type="checkbox"/> More than \$100,000  |                                  |  |

Thank you for completing our customer profile. Please return this completed form to our store or use the provided postage-paid envelope to mail it. The next time you visit, we'll take 10% off of your order.



You'll find more sample small business marketing materials at <http://www.marketing-small-business.net>