

J. Franklin Frame Shop

New Customer Survey

At J. Franklin Frame Shop, we want to know our customers. The more we know about you, the better we can personalize our service to you. That's why we're inviting you to tell us more about yourself. As our special thanks, when you return this completed survey, we'll give you 20% off your next purchase.

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

Our Service

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

Where did you hear about us?

(Check **the** source with the greatest influence on your decision to contact us.)

- | | | | |
|-----------------|--------------------------|--------------------------------|--------------------------|
| 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"/> |

Would you recommend our services to your friends and family? Yes No

If "No," please tell us why.

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 |
| Age | <input type="checkbox"/> under 25 | | <input type="checkbox"/> 2-year degree |
| Range | <input type="checkbox"/> 25-30 | <input type="checkbox"/> 41-50 | <input type="checkbox"/> 4-year degree |
| | <input type="checkbox"/> 31-40 | | <input type="checkbox"/> Graduate or postgraduate degree |
| 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 new customer survey. Please return the completed survey to our store or use the provided postage-paid envelope to mail it. The next time you visit, we'll take 20% off your order.



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