**Concept:** A postcard targeting a specific instrument to encourage customers to bring in their instrument for a yearly check-up.

**Goal:** Face-to-Face inspection of the instrument eliminating the need for major repairs. Add-on sales of maintenance supplies and accessories.

**Execution:** The following steps and ideas can be utilized to bring business into the store. Customize the steps to fit your store.

* Select one instrument per month and send a postcard to the rental customers with that instrument.
* The postcard will encourage the customer to bring in their instrument and allow you to make contact with the customer. (The attached sample postcard is formatted to be printed on Avery 8387 Postcard paper. You can customize it however you would like.)
* The postcard will ask the customer to call to schedule a 30 minute instrument check-up.
* Appointment times can be scheduled as your repair tech’s schedule will allow. It can be a couple hours in the afternoon or over a weekend.
* Ideally, the instrument will be in good functional condition. The inspection will allow time for the repair tech to look over the instrument, discuss basic maintenance the customer should be providing and suggesting supplies to help keep the instrument in good condition.
* Should the instrument need minor work, the 30 minute window should allow enough time to replace a pad or cut a cork if needed.
* If the instrument does need repair, the repair tech can tell the customer what things need to be done and make arrangements to keep the instrument for repair.
* Make sure that you have an area set up for the repair tech to work. Nearby (next to) that area should be your add-on accessories and supplies for the instrument. It is also a good chance to promote lessons and/or Step Up instruments as well.
* This additional contact will also give you the opportunity to check up on delinquent accounts if they make contact to schedule an appointment.

These are some basic pieces to bring business into the store and there are many additional ways to build on the sales. If you feel so inclined, you can even offer a discount on their purchases during their appointment if they spend a certain amount of money (i.e. 10% discount if they spend more than $25). Another idea if you have a lot of customers that would have to travel a longer distance is to partner with a local restaurant to offer a discount on their meal if they bring in the card (you can tie it together with a verified visit to you first).

Please share success stories and additional ideas.