



## **Lyoness Loyalty Merchant Program Benefits**

Utilize proven, cost-effective program to increase customer retention *and* attract new customers. "Word of mouth" is the most effective form of marketing.

Reasons for your business to join:

- Improve customer retention by giving cash back on each transaction. Repeat sales!
- Acquire new customers from thousands of local Lyoness Members actively seeking to get cash back in all categories of their shopping / expenses.
- Generate new residual income stream when your customers purchase from other local Lyoness merchants, purchase gift cards, or make online purchases.
- Turn your existing customers into motivated salespeople since they receive Friendship Bonus of up to 0.5% of the value of all purchases of anyone they refer - forever.
- Earn immediate & residual income by referring other merchants who join program.
- Potential to get paid on money you are already spending with suppliers of your business.
- Turnkey program is easy to implement and gives customers far more benefits than similar programs, with free lifetime membership.
- Free advertising online at Lyoness shopping network website & mobile app
- Free customized integration of program into your website by Webmaster Ray.
- Free professional sales team (Webmaster Ray and growing local group).
- Free year of powerful Salesforce.com CRM (customer relationship management) services
- Reduce operating expenses since you'll be able to lower your advertising budget.
- After one-time start-up fee, pay only based on performance, after sales are generated!
- Full training & support for customers and employees to most effectively benefit.
- Exposure will be rapidly increasing as new local merchants join (Suburban Waste alone is distributing cashback cards to each of their 100,000 Delaware-area customers!)

18 minute video (including 5 testimonials by business owners): <http://CashBackIntro.info>

**www.Lyoness.us** To see more benefits from your customer's point of view, log in to your Lyoness member area, where you can also search for merchants in your own category to see the cashback and loyalty benefits they offer.

**www.Lyoness.com** Corporate website.

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