



The Pallet



Word of Mouth

Does it still work?



The wrapper pictured above contains chopsticks for the best Japanese restaurant in Miami. Movie and music stars, executives from companies you would immediately recognize, and regular people eat there. They *never* advertise. Others do it for them. And, they always have customers. Besides the great food and prices,

you will notice that Japanese people eat there. Surely, a good sign.

How do they do it? First, the *product* speaks for itself. Second, others *talk* about it. Finally, *consistency* keeps it going. They have to live up to their reputation when the next person shows up.

How did we find out about it? Word of mouth.

Can you buy your own negative ads?

It started with a simple order for a birthday party. It ended with unhappy customers, bad publicity, and lost revenue. What happened?

Someone ordered a birthday treat from a highly esteemed baking company. The company delivers its edible goods on (apparently) cheap plastic display stands that you later return to them. Wouldn't you know it? — a plastic stand broke.



The business demanded that the customer pay a high price for the broken *plastic* stand. They finally budged and lowered the price a bit— but still charged them.

Others found out and didn't like it. In the end the company paid more in lost revenue than the cost of the stand. Word of mouth worked again. It always does.

PALLET CONSULTANTS CAN HELP YOU MAKE THE BEST OF YOUR PALLET PROGRAM

Pallet Consultants knows pallets and warehouses. They can help you find out if you have overpaid for pallets. They can tell you if your warehouse system adds to or reduces your operation costs. We can do this because of years of experience working with well known companies for whom everything must



work seamlessly. We begin with a **free** — no obligation, no cost— evaluation of your present pallet program and costs. Then we look for ways to help you with pallets, racking, conveyers, and all your warehouse needs. Call one of our friendly staff or salespeople today at 1 (888) 782-2909 or (954) 946-2212.