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Friday, February 05, 2010 4:02 PM  
FW: GMS Customer First Forum Newsletter, Issue 9, February 2010

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## GMS Customer First Forum Newsletter

**Important note:** Please add [tblalock@gulfmanagementsystems.com](mailto:tblalock@gulfmanagementsystems.com) to your email address book, spam software or mail system whitelist to ensure you receive this newsletter and it displays properly.

**Issue: 9  
February  
2010**

**Dear Tracy,  
Go Team.**

Whether you'll be rooting for New Orleans or the Colts in the Super Bowl, GMS is proud to be part of your team. This newsletter is just one of the ways we can help make 2010 a winning year for you. But we can't do it on the sidelines, we need your help!

**Let us know what topics you'd like to see tackled in upcoming issues.**

**Important schedule reminders.**

Please note the following date is a Federal holiday and GMS will be closed. Please process your payroll with that in mind.

**Monday February 15**

**Don't Miss Free EFT Webinar Series**

The first webinar in our FREE five-part series, "*Is EFT Right for Me?*", got rave reviews. Didn't get a chance to attend? **Watch and listen now.**

Join us for the upcoming nuts and bolts sessions--each one tackles a critical success area that can make or break your membership program.

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**Wanted: EFT  
Success  
Stories**

How has EFT contributed to your success? Now's your chance to bask

**Register now** for, "**It's All in the Details.**" scheduled for February 18th from 3-4pm ET. Get valuable tips to help you create a WOW offer for your customers that translates into more memberships.

Mark these dates so you can benefit from the entire FREE series. All webinars run from 3-4pm ET.

DATE	SESSION TITLE	TOPICS
Feb 18	It's All in the Details.	Pricing options, incentives
Mar 11	Tool Time.	Payment options, software
Apr 8	The Customer Connection.	Marketing, selling, training
May 13	Success by the Numbers.	Measuring progress

Accelerate your income in 2010 by designing an EFT program that really works! **Sign up now** and be on your way to a record year.

## Irresistible EFT



Now that you're clear on what the best way to keep salon customers coming back is--EFT--your next question becomes how to whip up a tempting offer that's too delicious for them to pass up. Read John's article, **Go from how to WOW**, for a menu of proven tips.

## Stump the salon guru!

Facing a salon challenge or have a question you'd like to ask John? **Send us your question** and we'll feature it in next month's issue.

## Counter Measures

Calling all salon owners! Future Industries is hosting counter sales and new lotion training webinars this month. **Call 800-346-3136 or visit Future Industries online** for information

in the spotlight while inspiring other salon owners.

**Share your success** and we'll feature you in our next issue.

## Show Stopper.

The snow wasn't the only thing taking Winston Salem by storm this past weekend. **Check out our lucky winners** at the Four Seasons Expo. Once you click, scroll down to the Events section.

## Rate this newsletter.

Has this newsletter been helpful?

**Let us know what you think.**

## Help a Friend.

## Win a Cruise!

Help friends and colleagues get a great processing solution and earn up to a \$25 credit. Plus, get entered to win a cruise. Contest ends April 30, 2010!

**Get all the details** and get going today!

