



The Power of a 'Thank You'

A very successful marketing and sales strategy, often overlooked, is the very simple 'Thank You' that can be added after a face-to-face visit with a prospect or customer, to the bottom of an email, to the end of a letter, to a text message, to a proposal.

The thank you is for the time – it's not for the money, and it is simply a very clear message that says you appreciated your customer, you considered their time was valuable, and you really would like to see them again.

A follow-up is much easier when you've expressed 'thank you' at your last visit.

There are many forms of thank yous. You can send a thank you card (and a good place to source these from is www.personaltouch.co.nz, which has an extensive range of personalised thank you cards for all sorts of business reasons).

The adding to your signature emails the words 'thank you', or even having a thank you paragraph, thanking your clients for their consideration and inviting them to pass on business introductions and business referrals, works very well.

Sending 'thank you' in a predictive text is a quick and easy way to finish a call, and before you move on to the next one, acknowledge the time and of course in today's busy texting world people really appreciate the fact that you took the time out to say thanks.

In a face-to-face communication, the 'thanks for the time' instead of 'thanks for your order' wins lots of friends.

Perhaps even saying thank you to business associates, colleagues, staff, and people who are undertaking something special over and above the budget or expected perception of their skills. This will encourage them to repeat the good work.

A thank you to a partner, or a family member, or a loved one, also encourages them to maintain the good parts of the relationship.

A thank you to a supplier of a service acknowledges to them that you really do value the work that they do, and expect to maintain at least the same standard if not better.

Christmas thank yous, in the form of Christmas gifts etc, can fall into the 'easy to remember' basket, or they can be just consumed, but the thought is still behind the gift, and that becomes the real message.

If you want to stand out from the crowd, think about how you can use 'Thank You' in your communications, and make sure that your customers, clients, staff, business associates, and friends, realise that you recognise that people do business with people.

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