

THE POWER OF THANK-YOU CARDS

“When did you last receive a thank-you card from someone other than your Mom?”

Kelley Robertson

Thank-you cards can be powerful sales tools because they can help you differentiate your-self from your competitors. There are several opportunities to send people a thank-you card.

- After an initial face-to-face meeting or sales call. When you leave a prospect’s office and return to work, take a few moments to write a brief thank-you card. Tell your prospects that you enjoyed meeting her and learning more about her specific goals, objectives, or business. Then mention that you look forward to working with her in the future.
- When you receive payment for an invoice. Demonstrate your appreciation for on-time payment of an invoice by sending a thank-you card.
- After a client has agreed to do business with you (signing a contract, verbal agreement, and so on). This will reinforce their decision and reduce buyer’s remorse—both from a business-to-consumer and from a business-to-business environment.
- After a client has purchased and/or used your product or service. I think it is essential to demonstrate your appreciation of someone’s purchase by sending her a thank-you card after she has made her purchase.

- When someone sends you a referral. I think it is critical to send a thank-you card to someone who referred another customer or client to you.
- When clients write or give you a testimonial or endorsement. If customers take the time and make the effort to write an endorsement for you, take the time to thank them. This will confirm that their decision to help you was a wise one.
- When they decline to use your product or service. When someone decides against using your product or service, sending a thank-you card demonstrates a high level of professionalism. Very few, if any, salespeople send cards *after* they have been rejected, so such a card can help you stand out from the crowd.

Thank-you cards should be hand-written, and I strongly recommend using letter mail versus e-mail. Most people are inundated with e-mail, and a hand-written card will stand out when it is received and read by your customer or prospect. In fact, most people end up keeping these cards, because they seldom receive cards of this nature except from relatives thanking them for a gift .

SALES TIP

Make a commitment to send out at least three to five thank-you cards every week. Look for reasons to send these cards and take initiative to make it happen.