

## ATTRIBUTE 10

**Business Thank You Notes Your Customers Will Love** – and how important is to appreciate your customer the views has been shared in the **06 Attribute**.

And as we all know that in today's hyper social networked age, the simple act of sending business thank you notes to your customers is often overlooked. Saying thank you is a forgotten act and done by so few. It's the reason why a thank you note leaves a strong impression, reduces customer remorse and builds referrals.

Writing a business thank you letter is a great opportunity to show you personally care about your customers. It requires you dedicating time to write the letter.

The worst approach is to use your computer to crank out hundred's of impersonal thank you notes to your clients. The computer generated form letter detracts from the original intent of the letter. The kind of thank you notes your customers will love are the ones you take the time to personally write.

### **When to Send Business Thank You Notes-**

**When You Didn't Get the Sale:** It is disappointing not to get the business especially after you put in the time and effort but it's a sign of professionalism when you thank the prospect for taking their time.

**Closed the Deal:** It's common and easy to think of the sale as closed and the deal as done. But closing the sale isn't the final step in the sales process. **Sending a thank you note helps reduce buyer remorse and sets the stage for a solid relationship.**

**When You Get a Referral:** The best time to send thank you notes are when a customer has provide you with a referral. Not only has the referral help you reduce your prospecting time but has also reduced your marketing costs. This is a gift and times to show your appreciation.

The **lost art of sending a personalized thank you note** to your customers is an easy method to stand out in a sea of average businesses. Take the time to be exceptional, it will show in your bottom line and in how you make your customers feel special.



