



Thank You Advance Intimacy

by Chuck Bauer,
www.ChuckBauer.com

One way to consistently “attract” business is through passive-aggressive communication techniques. Using these skills further advances intimacy with your clients and keeps you in touch with them. More importantly, you separate yourself from the masses of salespeople who do not use these types of skills. This module assists you and your team in mastering the art of using “Thank You” notes to advance your business. Make it so your clients want to do business with you!

Two Important Hints

- **Client Satisfaction.** It is important to come to fruition through regular contact with the people or companies with whom you deal.
- **Immediacy.** As soon as your contact has concluded, you must immediately follow through. Your clients want to see immediate action, so when sending thank you cards, do it right away. A salesperson who waits a few days or even weeks after the contact will lose. The salesperson who immediately follows-up will gain the attention of their client and win. You want customers to respond: “This person is on the ball. I am impressed by their skills. I will have no reservations giving them my business.”

Two Important Skills

- **The “Thank You” Business Card**

Technique. When handing your business card to someone or sending them your card in the mail, write these phrases on the back of your card: “Thank you, in advance, for the opportunity to someday serve your needs. My first goal is to help my clients, customers, and prospects like me and trust me. Thanks!”

- **Send “Thank You” Notes**

- 1. Contacts** — Whenever you meet someone, and there has been the slightest discussion or interest about your business or service.
- 2. Re-Contact** — Mail a thank you note after every contact.
- 3. After the Order** — Thank them for the time they spent with you and congratulate them on making a wise choice.
- 4. Someone That Is Referring** — Thank them for the referral and let them know that you will treat anyone they refer to you with the same degree of professionalism you’ve shown them. Keep these folks abreast of any developments from their referrals.
- 5. Just Because** — Make yourself look for people who would do anything for you that you consider going the extra mile. Send them a short note, letting them know how much you appreciate and respect their efforts. Examples

are:

- Welcome aboard for a new client;
- Someone at the office went out of their way for you;

- A record has been broken;
- Someone just got a big check.

6. People That Tell You “No” — Send a note thanking them for their time. Let them know you’re still interested in serving them or others they know. Smother them with kindness.

7. Customer Service Departments — Train your customer service people to send at least one thank you card per day to a client. The card needs to be handwritten with a short message about having the opportunity to serve the client. One a day, over a year, makes over 300 positive contacts for your company.

Sample Text for Thank You Cards

1. Phone Contact:

“Thank you for talking with me on the phone. In today’s busy world, time is precious. You can rest assured that I will always be respectful of your time as we further discuss the benefits of _____.”

2. In Person Contact:

“Just a short note to thank you for taking your time today to speak with me about _____. Please find attached _____ that will provide you with more information. I look forward to speaking with you soon.”

3. After A Presentation:

“Thank you for giving me the opportunity to share with you _____. I believe that _____ is your best alternative in _____ your business.”

4. After The Order Or Application:

“Just a short note to congratulate you for working with _____. I know that _____ looks forward to being of service to you and your business.”

5. For A Referral:

“Thank you for your kind referral. You can rest assured that anyone you refer to me will receive the highest degree of professional courtesy possible.”

6. After A “No” Or A Refusal:

“It is with sincere regret that your immediate plans do not include committing to _____. However, I appreciate your time and consideration. If you need further information,

please feel free to call on me. In addition, I will keep you posted on further developments with _____.” (Start an e-mail drip list for “no” clients.)

7. Anyone Who Gives You Service:

“Thank you. It’s gratifying to meet someone dedicated to giving good service. Your efforts are appreciated. If my company or I can serve you in any way, please don’t hesitate to call.”

Email or Snail Mail?

Personal touch, through regular mail with a handwritten note will always advance intimacy with a client much more so than an e-mail note. Utilize e-mail to make broad-range announcements. Yet, when it comes time to work with that large account and your attraction skills must be at their best, get that pen out and that blank thank you card and get busy!

A member of the National Speaker’s Association and a published author, Chuck Bauer spends his time giving seminars – individually onsite or over the phone – teaching, supporting, and selling. To learn more, visit www.chuckbauer.com.

Coming in June

**CONCRETE
CLEANING**

eCLEANmagazine™