

# Are You Saying Thank You to Your Customers or Clients?

**" DAWOOD FAMILY TAKAFUL LIMITED HAROONABAD "**

If you aren't, you're in good company. Although I'm not sure it's the company you'd like to be in! Most other businesses aren't either. However, don't you want to stand out from those other businesses? Of course you do! I'm here to tell you how to do it for the ridiculously low price of 44 cents!!

Think about it. When was the last time you received a handwritten card from someone that you recently did business with? Can't remember? Probably because you haven't! However, think how good you would feel if you did. Now how about making YOUR customers or clients feel good? Feeling good = stronger relationships. Stronger relationships = more referrals. More referrals = more business. Get it?

Invest in a package of cards. Not standard "Thank you" cards, but a box of cards that resonate with you. I personally have several boxes, one has flowers on them, and the other has beautiful landscapes. Then start sending them. Every time you get a new customer or client, send them a card thanking them for choosing to do business with your company. Because they did choose to do so, didn't they? They probably could have gotten the product or service from another company. However, they chose to get it from you. Aren't you glad they did? Of course you are! So tell them.

I don't know about you, but when I see a personal handwritten card in my mail, I open it first. It sure beats a bill, and it makes me feel valued and special. Is that a feeling you'd like YOUR customers or clients to have? I thought so.

Follow these quick tips to show some love to your customers or clients. I promise they'll love you back!

- Be timely. Send a personal thank you note in the mail within seven days of receiving business from a customer or client.
- Don't send a cheesy corporate card. Instead – find something that represents you or your customer or client!
- If all you're going to write is "Thanks for your business" and sign the card, don't bother, you are wasting a stamp. Write a short note thanking them specifically for the product or service they have bought or the referral that they made.
- Don't skimp and send an e-mail. While it's free and easy to do, it won't stand out like a handwritten card would. And don't you want to stand out from the competition??

It's nice to thank someone for contacting you about your products or services, even if it didn't result in a sale.....today! However, the buying process could be long. And if a buyer is thinking about making a purchase, what do you think he'll be thinking about YOU if he gets a card from you. Hmmm....

Don't let another day go by without thanking your customers or clients as well as the many people that help you. We all remember those who are appreciative of our business and help – and we quickly forget those who don't. Which do you want to be?