

Rules for Sending Out A Thank You Card

1. Always Personalise the Thank-you Card
2. Use the persons first name
3. Always hand sign the thank you card never print the signature
4. For best responses hand write the customers address and name on the front of the thank you card.

The Power of the Thank-You Card

- ✓ A Thank-You Card sent to your customers shows that you value them
- ✓ Always ask for feedback on the Sales Process (every customers loves to share their experiences)
- ✓ Ask the Customer to provide a referral and make it easy for them to give you one. Every customer wants to help you and knows at least another 10 people.

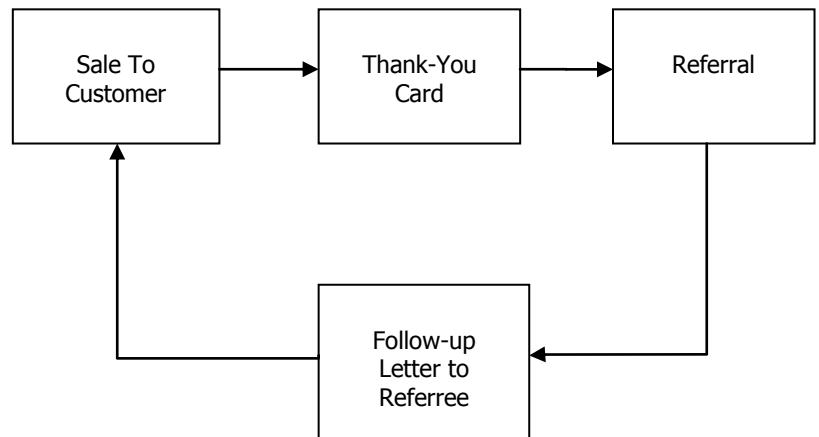


Weekly Tasks to Remember

- ✓ On Friday of each week remember to get a list of all the customers that have purchased from you and complete your thank-you cards
- ✓ Ensure that you keep a list of the number of cards you send out. One of the key things that you want to do is to test and measure your responses to the thank you cards.
- ✓ Follow-up any feedback that you may have received from the thank-you card
- ✓ If the feedback was extremely positive from the Feedback Card ring the customer and ask the permission to use their feedback as a testimonial.
- ✓ If the feedback was negative then ask the customer what went wrong and how they believe you could improve. Once you have addressed the customers negative feedback make sure you send them a personal with compliments card that tells them you value their feedback and that you have corrected the problem or improved the procedures.
- ✓ If a customer has provided a referral ensure that the referral is followed up in the week it was given.

Using the Thank-You Card In Your Sales Process

For the sales process to be complete the customer should be contacted after the sale to find out how the sale has gone.



Feedback Path:

It is very important for business to have a customer provide feedback on your sales process. As the business owner it also allows you to find out any issues you may have with your team.

