

Developing the Thank You Note Habit

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I learned the value and power of thank you notes early in life. When I was a young child, my parents occasionally went out with friends for dinner. Invariably, when my parents returned from an evening out, I saw my mother sit down at her little desk in the hallway as soon as she got home and begin to write. One night I asked her what she was doing. Her answer came straight out of Emily Post: "We had such a wonderful time with our dear friends this evening that I want to jot them a note to thank them for their friendship and the wonderful dinner." My mother's simple act of gratitude, expressed to people who already knew that she and my father appreciated and enjoyed their friendship, helped to keep my parents' friendships strong for their entire lifetimes.

Because I understood that building relationships is what selling is all about, I began early in my career to send thank you notes to people. I set a goal to send ten thank you notes every day. That goal meant that I had to meet and get the names of at least ten people every day. I sent thank you notes to people I met briefly, people I showed properties to, people I talked with on the telephone, and people I actually helped to own new homes. I became a thank you note fool. And guess what happened? By the end of my third year in sales, my business was 100% referrals! The people I had expressed gratitude to were happy to send me new clients as a reward for making them feel appreciated and important.

I understand that you may not be comfortable at first with starting the Thank You note habit so I took the time to write out ten situations in which sending a Thank You note is appropriate. Then, to help you even more, I've drafted the notes for you.

1. Telephone contact. Thank you for talking with me on the telephone. In today's business world, time is precious. You can rest assured that I will always be respectful of the time you invest as we discuss the possibility of a mutually beneficial business relationship.

2. In Person Contact. Thank you. It was a pleasure meeting you, and my thank you is for the time we shared. We have been fortunate to serve many happy clients, and it is my wish to some day be able to serve you. If you have any questions, please don't hesitate to call.

3. After Demonstration or Presentation. Thank you for giving me the opportunity to discuss with you our association for the mutual benefit of our firms. We believe that quality, blended with excellent service, is the foundation for a successful business.

4. After Purchase. Thank you for giving me the opportunity to offer you our finest service. We are confident that you will be happy with this investment towards future growth. My goal is now to offer excellent follow-up service so you will have no reservations about referring others to me who have similar needs as yours.

5. For a Referral. Thank you for your kind referral. You may rest assured that anyone you refer to me will receive the highest degree of professional service possible.

6. After Final Refusal. Thank you for taking your time to consider letting me serve you. It is with sincere regrets that your immediate plans do not include making the investment at this time. However, if you need further information or have any questions, please feel free to call. I will keep you posted on new developments and changes that may benefit you.

7. After They Buy From Someone Else. Thank you for taking your time to analyze my services. I regret being unable, at this time, to prove to you the benefits we have to offer. We keep constantly informed of new developments and changes, so I will keep in touch with the hope that in the years ahead we will be able to do business.

8. After They Buy From Someone Else, But Offer to Give You Referrals. Thank you for your gracious offer of giving me referrals. As we discussed, I am enclosing three of my business cards. I thank you in advance for placing them in the hands of three of your friends, acquaintances, or relatives that I might serve. I will keep in touch and be willing to render my services as needed.

9. To Anyone Who Gives You Service. Thank you. It is gratifying to meet someone dedicated to doing a good job. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please don't hesitate to call.

10. Anniversary Thank You. Thank you. It is with warm regards that I send this note to say hello and again, thanks for your past patronage. We are continually changing and improving our products and services. If you would like an update on our latest advancements, please give me a call.

The power of expressed gratitude is immense. Put this tool to work for you today!

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