

ProfitMeister

MAXIMIZING YOUR MARKETING MONEY

ARTICLE

Two Common Words, One Better Business World

I remember Mr. Protzman at the little corner store thanking my mother for each shopping occurrence. He knew everyone in town. That's not the case today; it's not my mother's world. The local store has far more competition now and yet, the thank yous are fewer and farther between. So "thank you for coming in" stands out as a greeting.

Wikipedia defines the thank you as an expression of gratitude or gratefulness. The expression "thank you" originated 1785-95, according to Random House's Dictionary.com, Unabridged (Ver. 1.1). The expression of thanks originated before 900 and is the informal acknowledgement of appreciation today.

The popular book and film *The Secret* emphasizes the powerful process of gratitude. Everybody likes being appreciated. In business, thanks is an under-utilized sales tool, the basis for a respectable, warm relationship from which future sales can be built.

The courtesy of a sincere verbal thank you creates a bright spot in a customer's day. Even more impressive is a handwritten thank you note, meaningful because it represents not only appreciation, but the time involved in expressing it. Such gestures of appreciation after a sale, business luncheon, or referral, reinforce a positive image in the customer's mind.

Deborah read the newspaper before leaving for the office. When she noticed a colleague mentioned in an article, she clipped it, jotted a congratulatory note and placed

the envelope by her briefcase. She would mail it on the way to work.

Handwritten notes go with social occasions such as luncheons or entertainment meetings. The client who gives you a lead, helps you with a problem or does you a favor deserves a handwritten note.

Jot a handwritten note to a client with a copy of an article about his industry, his store or his pet charity project; use such a note to compliment a client on a speech or a personal triumph. Take the time to send a simple thank you note.

Similar products, equally competent salespeople, and two strong companies could make for a difficult decision. Joe had received a letter from Deborah after each meeting. He'd had a note from her with his newspaper mention clipped in. He'd received nothing from any of the competing salespeople. He reached for the phone.

Take a moment to evaluate your communications. How often do you include thank you in your conversation? Can you imagine using that expression more frequently? Thank you for holding the door for me, thank you for talking with me, thank you for sharing your ideas, thank you for your consideration, thank you for your time....

Thank you. Two simple words accompanied by a smile encompass a world of meaning. A sincere thank you – spoken or in writing - is always appropriate.

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