



A SIMPLE THANK YOU IS MONEY FOR YOU

As a business grows, sometimes business owners tend to forget the most important part of their business – the customers. The danger with this is that the business can become just another faceless unit that customers deal with. Remember that acquiring customers is difficult especially if people just buy from you once. This is why people who are already old in the business industry will tell you that it is better to spend money on advertisements to keep old customers than keep on beating around the bush to gain new customers.

To really keep your customers, you need to spend a day or two every month to make courtesy calls and thank your existing customers. If you really don't have any real business to do with your customers a simple hello will be nice. Your customers will be pleased that you took the time just to check in.

Thanking your customers is often a neglected gesture yet a very powerful sales tool. There are several instances where in a simple thank you to your customers will be very much appreciated.

First, when they make a purchase a simple thank you will be well appreciated. When was the last time a store clerk thanked you for buying from their store? Do you remember the last time a retailer thanked you for shopping at their store? This simple thank you could mean a lot of things for the customers.

Second, when they contact you regarding a service issue. Some companies think - why would they thank a customer for complaining? What they don't realize is that when people express their concern they are giving you an opportunity to improve your business.

Third, when they refer you to other potential customers. Some businesses generate customers through referrals. If for instance you always neglect to thank the person who has been referring you to others, they might stop sending potential clients to you. And this could be a big loss for your business.

Fourth, loyal customers also deserve a thank you. It is critical to thank long term clients. But some take these individuals for granted. Keep in mind that they like anyone else, also wants to feel appreciated. Thus, sending a regular thank you card or note will be enough.

There are countless ways to say thank you. You can send an email, write a note or card or even thank them in person. An inexpensive card with handwritten comments can help you stand out from your competition. Remember that globalization and the internet means your customers can choose from thousands to stores at the touch of a button. Thus, staying ahead of the competition is important. Yes, creating thank you cards can take some time but the payoff is usually worth it.

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