



A Simple Thank You

“Feeling gratitude and not expressing it is like wrapping a present and not giving it.” – William Arthur Ward

Topic: A simple ‘Thank You’ may not sound like going the extra mile. To many people, however, it truly is. When was the last time you received an old fashion, personalized thank you card in the mail? What was your reaction? You were most likely pleasantly surprised and appreciated the sender’s gesture.

Do you think it would make a difference in your business if you were to thank your contractors for a job well done, thank your customers for their business or thank your front line employees for the good job they do?

Problem: In this point and click world many have got away from the personal touch, showing our gratitude and appreciation to our customers and important people in our lives. Who has time to send cards? One would need to purchase the cards, write a personal note in the card, sign it, address the envelope and then purchase stamps and mail it. This could take time away from other responsibilities without an automatic follow up system.

Affect: We do not say “Thank You” or we do not show “Customer Appreciation” well enough to keep that customer talking or thinking about us. Consequently, as we drift away from that customer for a while with no contact or connection, we are taking our chances on others getting our potential repeat business.

Leadership Factor: As leaders of our company we take many things for granted. Once we complete a sale we go on to the next job. It is not that the last job, or the last sale, was not important, but we need the next job to keep the pipeline flowing with revenue. So, time is always a factor in whatever we do, and saying thanks or sometimes thinking of doing something nice for others falls by the wayside. As leaders we not only have to thank our customers but our employees, our mentors, and our friends, who help us along the way. To send a conventional card or to do anything worthwhile may take time and time is many times not on our side.

Solution: One way to say “Thank You” is through sending a card. Not any card, but a Send Out Card. This is a convenient, affordable way to stay connected to: your customer, your employees, your mentors and any other people who have helped you reach success. Sure you can send an email, but wouldn’t a card or maybe a card with a coffee card in it be more personal. Would it be nice to send a card, or card and gift, to those who made the process fun and enjoyable to complete a job? Do you think they will remember that for the next job? Do you think the time would be worth the effort? This is an easy process and Send Out Cards can help you do this.





Implement: Make a commitment to sign up for Send Out Cards through Constructus and have someone in your organization set up different campaigns for saying "Thank You" to your customers, vendors, employees and other people who help you to success. If you do not have others in your organization who can help we can do it for you through Constructus. You can hire us to help you design campaigns and we can do the work for you, so your customers will be appreciated. Take a moment to fill out the Questions listed.

Report / Follow-up: Once executed, see how the process works for you over a period of time. Set some dates to check in to see if you have any referrals or repeat business because of the card and gifts you may have sent. Record what you do and the money spent to what the return is on your investment. I think over a period of time it you will be surprised with your results. This will become an easy process, it will be fun and you will feel good doing it!

Evaluation Record your results over a period of time. Discuss the campaigns you sent out and see what worked and what did not work.





Thank You Worksheet

1. How many thank you cards do you currently send to customers, contractors, staff, etc.?
2. How many thank you cards could you send to your customers, contractors, staff, etc.?
3. Do you think by sending a thank you card your company would be top of mind for that person?
4. How much is a referral worth to you?
5. List the things you could say 'thank you' for.
6. Make a list of the people you could say 'thank you' to right now.
7. Write down goals for how many 'thank you' cards you will send out per month.
8. Record how many customers you gain or retain from your current advertising methods (newspaper ads, tv ads, newsletters, e-mails, etc..) and record the cost of this advertising.

