

THE UNEXPECTED "THANK YOU"

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment Menopause, Andropause And Other Hormone Imbalances Impair Healthy Healing In People Over The Age Of 30!

THE UNEXPECTED "THANK YOU"

By Bob Leduc

THE UNEXPECTED "THANK YOU" by Bob Leduc

I bought my first new car when I was 21 years old. It was a bright red convertible. Along with the joy of owning my dream car came the responsibility of paying for it. I remember how the feeling of "buyer's remorse" plagued me for days after I drove the car off the dealer's lot. ("Buyer's remorse" is what we feel after making an impulsive decision ...until we can justify our decision with logical reasons.)

About a week later I got a personal letter from Ray, the salesman who sold the car to me. He thanked me for the business and congratulated me for making such a wise decision. He then went on to list all the benefits I'd enjoy as a result of my wise decision.

Ray's letter didn't change the car payments I faced for the next 3 years. However, it did change the way I felt about them. I lost my buyer's remorse almost immediately. Ray's letter also changed the way I felt about him. I bought 3 more cars from Ray during the next 10 years.

I used versions of Ray's "thank you" letter throughout my business career. They helped preserve a considerable amount of business. They also helped solidify many valuable business relationships.

BENEFITS OF THE UNEXPECTED "THANK YOU"

How would you react if you received a personal "thank you" from a company or person a few days after you spent money

THE UNEXPECTED "THANK YOU"

with them? You'd feel good and probably want to do more business with them sooner rather than later. Why not give that same feeling to the most important people you know ...your customers.

Here are some benefits you gain when you send a personal "thank you" to a customer or client who just gave you business...

** You reduce or lower any buyer's remorse your customer or client feels after their purchase.

** You develop a closer relationship with your customer.

** You gain free word-of-mouth advertising when your customers tell everybody about your unexpected "thank you" letter and how good they feel about doing business with you.

** You have an opportunity to resell more (or other) products or services. You can even promote this by including a special price or discount offer in your "thank you" letter.

** You enhance your image as a consumer-oriented business.

Your unexpected "thank you" does not have to be lengthy. You don't have to write it individually for each customer or client. You can use the same text for everybody with just a few minor changes -- like inserting the customer's name. You don't even have to take the time to type envelopes and mail letters. You can send your "thank you" by email or fax. Just be sure to personalize it as much as possible.

EXAMPLES

If you ordered books from Amazon.com, you received a good example of an unexpected "thank you" letter by email. Their "thank you" email message even includes the titles of other books you can order on the same subject.

I recently spoke with an MLM distributor who sends what she calls a "congratulatory letter" to all her new distributors 2 days after they sign up. In it she repeats the specific financial goals the new distributor mentioned before signing

THE UNEXPECTED "THANK YOU"

up. Then she includes a brief description of how the business will enable the distributor to achieve them.

Most buying decisions are made on impulse. Later we look for logical reasons to justify our decision. Help your customers with this by sending unexpected "thank you" messages. Remind them of the benefits they will gain by using your product or service. It reassures them of the wisdom of their decision ...and reduces your cancellations and refunds.

Mind the Gap

By Linda LaPointe

The underground train in London can get you anywhere when you know how to maneuver all the options. Like our subways, London under ground is a busy place. When your train arrives and comes to a stop, you move forward with the crowd, waiting for your turn to get on the train. A man's voice drones from overhead, warning you over and over: "Mind the gap. . . mind the gap."

There is a crack of about 4 - 8 inches between the platform and the train, where any number of things could fall through. You could lose anything in it: a shoe, a foot, change, a purse could fall into that gap and never be seen again. There is also a small difference in height that could trip you up, so you may need to step up or down a bit as the train will probably not be level with the platform. So every few seconds, once the train arrives, the kind gentleman reminds you to pay attention to that gap. And you do because he sounds so arresting and credible.

Mind your gap Managers need to be reminded to mind the gap, too. We need to develop staff who know how to handle all those situations that fall between the cracks. When not minded, these gaps can cause people to falter or cause any number of losses. Today's workers handle more unpredictable situations than ever. The solutions for most of these are not outlined in a policy manual. Those that are, usually occur so far away from the manual that it's not handy anyway. So we need staff who can figure out how to respond to anything.

Internal policies >>> gap

Policies teach staff the internal rules and external regulations, but neither of these address events that are unexpected or unexplained. Our gap to mind then is the space between internal and external expectations where anything can happen, and often does.

How do we prepare staff for minding the gap? By becoming a good coach, like the recorded voice. The good coach makes sure that staff know 1) the philosophy, why? 2) the information, what? and 3) the structure, how? of every task, every form, and every procedure. When they understand the Why, What and How about all facets of the organization, and of their job, staff will be more likely to be able to fill in the gaps that inevitably will arise. Because in this fast-moving business world of today, we have more unexpected, unthinkable, and unexpected events than ever, as we work in a world that is unpredictable. So. . . mind the gap!

THE UNEXPECTED "THANK YOU"

Learn more about the three roles of a successful coach, and get the free E-Tools News at,

<http://www.thenewsupervisor.com>

Linda LaPointe, MRA, is the author of the book, *The New Supervisor*, in which she describes how to develop self-managed staff to increase loyalty and decrease stress in the workplace. Email her at

lapointell@yahoo.com



This Free E-Book has been brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**