

8 Ways to Say Thank You to Your Customers

To remain in a customer's memory, you need to be “in front of them” as much as possible. By this I mean to stay in contact with them. Our customers give us lots of opportunities to stay in their minds in positive and non-threatening ways but we often overlook them. Sending a note of thanks is a nice reminder about your store without scaring them. Here are eight opportunities to send a “thank you” effectively.

❶ When someone makes a purchase. We send a thank you postcard to every new customer and a hand-written thank you note card to anyone who spends \$100 or more with us in a day. Since the average item we sell is only \$4.50, a customer buys a lot of items to get up to \$100 with us. In a thank you card, always let them know “we appreciate your business.” So few other businesses do this anymore and no big box stores do so you will be interpreted as being a very caring place to shop by sending a simple thank you.

❷ When they compliment you. When someone compliments you about something, especially something in your store, it's an opportunity to say, “Thank you for taking the time for making my day. I appreciate it.” Compliments are given so rarely, so take the time to say thank you when you get one.

❸ When customers offer comments or suggestions. It is a wonderful gift when someone gives you a suggestion or idea on how you could do something better or different. They're also giving you an incredible buying signal, telling you that that change might make your business more attractive to them.

❹ When customers try something you recommended. When customers try something new based on your recommendation, they are leaving their comfort zone. They are putting their trust in you and your words. Let them know how much you appreciate their trust.

❺ When customers recommend you. We all know word of mouth is the best advertising. When someone comes in your store for the first time and tells you who sent her, send the referring customer a nice thank you note. This kind of thank you might include a small gift or coupon as well.

❻ When customers are patient, or not. Our customers help us when they give us time to learn to serve them better. It often requires their patience. Or they give us a wake-up call when they let us know we need to hurry up. If they become frustrated with your procedures or ways you do things, they are letting you know they may just go see if your competitor will treat them better. In either case, send a note card to let them know how important they are to you. You might say, “Thanks for keeping us on our toes.”

❼ When customers say “no.” Especially on big-ticket items, people may let you know they are going to select something somewhere else. Thank them for their time, their consideration and their honesty. Keep the door open by being friendly and courteous. Even if they don't buy what you have, they still may recommend you to their friends.

❽ When customers make you smile. Everyone likes good news. Customers like to know they've made your day by making you happy. Put a happy face sticker on a note to send the smile right back.

There is always a good reason to say “thank you.” ♻️



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