



ARTICLE 004

Thank You For Your Business

How many of you take the time to send your customers a card that says “thank you for your business”, “Thanks for working with me”, “I appreciate your business”, “You are a great customer”, “Thanks for the work”.

I have never heard a customer say he/she was pissed they got a card. In fact, most times the customer says that is a very nice that I sent a card.

We need to remember the little things. I know, many of you say, “that is stupid, my customer does business with me”. Hey, and then along comes me, and finally I get your customer to give me just a little bit of your business. Then I let him/her know I really appreciate it, I send him/her thank you cards, I tell them thank you for the business. Then one day, you have a little bit of his/her business, and I have the rest. Think about it.

And remember; always treat your customers special, like you would want to be treated. Do the things that make them think you are different?

Everyone is trying to do thing better – why not try doing them different

Many times better is very hard to define – not so for different.

CUSTOMERS FOR LIFE = PROFIT

The Decision Institute • www.thedecisioninstitute.com • 856-358-4021

Manny Nowak mnowak@thedecisioninstitute.com