

Tom Hopkins Thank You Note Phraseology

1. Telephone contact.

Thank you for talking with me on the telephone. In today's business world, time is precious. You can rest assured that I will always be respectful of the time you invest as we discuss the possibility of a mutually beneficial business relationship.

2. In Person Contact.

Thank you. It was a pleasure meeting you, and my thank you is for the time we shared. We have been fortunate to serve many happy clients, and it is my wish to some day be able to serve you. If you have any questions, please don't hesitate to call.

3. After Demonstration or Presentation.

Thank you for giving me the opportunity to discuss with you our association for the mutual benefit of our firms. We believe that quality, blended with excellent service, is the foundation for a successful business.

4. After Purchase.

Thank you for giving me the opportunity to offer you our finest service. We are confident that you will be happy with this investment towards future growth. My goal is now to offer excellent follow-up service so you will have no reservations about referring others to me who have similar needs as yours.

5. For a Referral.

Thank you for your kind referral. You may rest assured that anyone you refer to me will receive the highest degree of professional service possible.

6. After Final Refusal.

Thank you for taking your time to consider letting me serve you. It is with sincere regret that your plans do not include making the

investment at this time. However, if you need further information or have any questions, please feel free to call. I will keep you posted on new developments and changes that may benefit you.

7. After They Buy From Someone Else.

Thank you for taking your time to analyze my services. I regret being unable, at this time, to prove to you the benefits we have to offer. We keep constantly informed of new developments and changes, so I will keep in touch with the hope that in the years ahead we will be able to do business.

8. After They Buy From Someone Else, But Offer to Give You Referrals.

Thank you for your gracious offer of giving me referrals. As we discussed, I am enclosing three of my business cards. I thank you in advance for placing them in the hands of three of your business associates, acquaintances, or relatives that I might serve. I will keep in touch and be willing to render my services as needed.

9. To Anyone Who Gives You Service.

Thank you. It is gratifying to meet someone dedicated to doing their job well. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please don't hesitate to call.

10. Anniversary Thank You.

Thank you. It is with warm regards that I send this note to say hello and again, thanks for your past patronage. We are continually changing and improving our products and services. If you would like an update on our latest advancements, please give me a call.

Automate your mail campaigns! Go to www.tomhopkins.com/SOCcontact.htm.