

How Do You Say Thank-You? by Deborah Chaddock Brown

As another year comes to a close and we reflect back over our accomplishments it is a great time to say thanks.

Although our success may be due to our great ideas, visionary thinking and super hard work, without employees to implement and customers to buy; we'd just be a bundle of brilliance. Shine the spotlight on your customers.

External Customers

Consider a special customer appreciation sale. Send invitations or make phone calls to your prior customers and invite them in for a special discount offer.

Provide an unexpected party. Everyone like party food and your customers are no different. Pick a day and offer a beverage (punch or coffee) and an easy finger-food snack for shoppers.

Single out specific customers to say thank-you. Invite them to coffee or lunch just to say thank-you. What a great way to say thank-you by turning the spotlight on your best customers and treating them to a little pamper time.

Internal Customers

You may not view your peers in other departments as customers but they help you provide the end product to your external customers. How about taking the time to thank them?

Sales representatives may have engineers or financial staff who makes it possible to provide accurate quotes. How about sending them a plate of cookies or a gift card to their favorite coffee house?

Is there a department that really helps your customers? Maybe the computer call center comes to mind. How about ordering a bunch of pizzas for their lunch?

Employees

Your staff deserves a thank-you as well. Pick a day and call it "Pot Luck Day." Each employee can bring in their favorite appetizer or snack and you provide the main dish and beverages. Give them a little extra "water-cooler" time to enjoy each other's company.

If you are handy in the kitchen you might bring them a plate of your favorite cookies or cook up a batch of your smokin' chili.

Saying thank-you doesn't need to cost a fortune. Just taking the time to make eye contact and say the words can go a long way to making someone feel appreciated.

Who are you thankful for this holiday season? I'm thankful for my faithful readers. Take care and have a safe and happy holiday season.

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Where is Deborah speaking next?

December 5 Third Federal, "Earning Customer Loyalty"

January 13 Corporate College East, "Make or Break Customer Relationships"

January 16 Portage Lakes Career Center, "Make or Break Customer Relationships"