



Good Manners

Where have our good manners gone? When I was a kid, there was a strict rule at our house that thank you notes were written upon receipt of a gift or act of kindness. In our high tech world, an 'ole fashion thank you note still goes a long way in building and keeping relationships. There are a lot of people in the sales world deserving of thanks.

Clients:

When is the last time you thanked a long term client for their business and their friendship? Good clients deserve to feel valued and appreciated. Salespeople like to think they lose business on price. Studies show that salespeople lose more business because their clients lack attention and appreciation.

Sales Team:

Too often, sales managers only thank their team for the result: closing the deal. The problem is that a salesperson deserves and needs strokes for the consistent activity it takes to get a 'deal done.' A complex sale can take 9 - 18 months to close. That is a long time for a salesperson to go without receiving a note of thanks or pat on the back.

Referral Partners:

Good referral partners are gold and should be treated as such. Don't just send a thank you note when receiving a referral; send a thank you note in between referrals to let your partners know that you value the relationship and them.

Vendors:

I came from the distribution and manufacturing world and know the importance of good suppliers. Our business was only as good as our supplier's business. Don't forget to thank the partners in business that keep you in business.

Sales Managers and Owners:

"It's lonely at the top." Don't forget to thank the leaders of your company for the risks, good judgment and decisions they are charged with making each day. It is not easy to do what is right, make change, stay profitable and keep the sales team happy.

Stop by the store tonight and pick up thank-you notes. It's an essential part of your sales activity plan.

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