

# Vinyl Fence *Tip*

## Practical and Proven Ways to Sell More Vinyl Fences

*From your friends at National Vinyl Products*

### How and why you should send thank you cards



In an effort to reframe his priorities after a series of personal and professional setbacks, John Kralik set a goal of writing a thank you note each day for an entire year. For 365 days, he sent hand-written notes to everyone from business associates to store clerks.

Not long after he mailed his first notes, Kralik noticed that his life began to change in significant and surprising ways. He details the journey of self-discovery that follows in his book, *365 Thank Yous*.

The simple act of sending hand-written thank you notes can benefit your fencing business as well. This article will explain how you can build customer loyalty and gain new customers with this seemingly old-fashioned form of etiquette.

"Saying thank you is a great way to enhance your word-of-mouth marketing," writes Raleigh Pinksey in her book, *101 Ways to Promote Yourself*. "People are so surprised when they get a thank you note; it's been my experience that they just have to tell their friends."

#### **When to send a thank you card**

In today's often impersonal digital world, customers seek the personal touch more than ever before. A personalized thank-you note is a thoughtful way to let someone know that you appreciate their business.

You can send a thank you for many reasons:

- After a fence purchase
- After a repair job
- When someone gives you a referral or positive feedback
- When someone gives you a referral

- When someone gives you positive feedback
- The anniversary of a fence purchase or installation
- Customer birthdays

#### **DOS AND DON'TS**

Now that you know some of the occasions to send a thank you note, let's look at a few dos and don'ts for the practice.

1. Do mail a hand-written message. Email is great for many forms of customer communication, but a hand-written and hand-addressed card is the key to the success of this practice as a marketing tool.
2. Do mail it. Most of us don't get anything too interesting in our physical mailboxes these days. Your card will stand out because of the time and attention you took to write the message, place a stamp on it, and put it in the mail.
3. Do use attractive stationery designed for this purpose. Purchase some high-quality notecards and envelopes to use as your thank you notes. Take time to write your notes with care in blue or black ink so that they will be attractive and easy to read.
4. Don't get too wordy. Keep your message concise. This note is not the place to discuss a sale or new product introduction. Your goal is to say thank you and to leave a warm and friendly impression.
5. Don't be negative. There's no need to undermine your efforts with phrases such as "let us know if you have any problems." The goal of this note should be an upbeat and positive tone.



## What to include in a thank you card

A well-written thank you card includes the following components:

- A friendly greeting using the customer's name. Etiquette expert Emily Post suggests dropping the "Mr. or Mrs." courtesy title to avoid getting off on the wrong foot by using the wrong gender. You also want to keep things warm and personal, not stuffy. If you know the person well, you can use their first name. If it is someone new, use their first and last name in the greeting.
- Early expression of gratitude. Don't keep the recipient guessing as to the reason for the note. Within the first sentence, share your intention for the card with something like, "I want to thank you for your recent fence purchase" or "I am writing to thank you for trusting us with your fence repair."
- Details about this customer or this fence purchase. Here is a place where you can be specific and thoughtful. Here's an example: "We are so pleased you thought of us when it came time to fence your backyard for a new play area for your growing family."
- Reference to the future. After a sentence or two that reflect the specific purchase, you can allude briefly to the future with "I look forward to seeing you the next time you need a fence for your growing business."
- A warm closing. Close your message with a friendly phrase such as "Kind regards," "Warmly," "With gratitude," or "All the best." Choose the wording that feels right to you.
- A personal signature. Be sure to close with a hand-written signature. Depending on your relationship with the customer, you can sign your first and last name or just your first name. To keep the tone light and informal, avoid using your formal title.

## A small extra can make your card even more memorable

Another way to leave a lasting impression with your thank you card is to tuck a small gift inside. The idea is not to be elaborate but rather to give your customer a bit of delight or to simply put a smile on their face. Here are some ideas for what to tuck inside our card:

- Package of seeds
- Discount coupon
- Teabag
- Stickers
- Magnet
- Kool-Aid packet

A final tip is to be prompt in sending out thank you cards. However, a late note of appreciation is better than not sending one at all.

In her book, *The Art of the Hand-written Note*, Margaret Shepherd writes, "Your thank-you note should recapture the smile, handshake or hug you would give the giver in person," and offer it in a form that can be read and reread.

John Kralik was so transformed by the benefits of expressing gratitude to others that he kept writing thank you notes long after completing his goal of 365. "I learned to be grateful for the life I had," Kralik writes. "I became thankful for the many people around me who dealt with challenges far greater than the ones facing me, with courage and style. I learned to recognize the many people in my life who had protected and cared for me."

Will writing thank you notes transform your business? There's only one way to find out.

Thank you for reading this far!



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: [marketing@nvpfence.com](mailto:marketing@nvpfence.com).



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