



## Have I Told You Thank You Lately?

In the past 28 years that I have been involved in sales and marketing, I have gone through a plethora of sales training courses, programs, and lectures. It seemed that each year, there would be the same strategy, but just with a different twist to it. You name it, I have probably sat through it, heard it, learned it, or coached it. One specific sales platform that stood out was known as "The 10 Steps to a Sales Call."

I will not bore you with each step, but there were a few where I would ask myself.... "Really, this is on the list?" I remember making the sales team get in front of the meeting room, face their peers, and say all 10 steps and the significance of each one. With having to do this weekly, much of my sales team memorized the list so they would not be embarrassed in front of their peers. The problem was, they were rarely using the sales steps in the trade with their customers.

One of the steps that was very common sense was Step 10, Drive Away Safely. Seriously? Do we have salespeople that make it a habit to drive like a bat out of hell once they leave the customers office? But with safety being a main issue/priority for the company, I understood the magnitude and importance of emphasizing safety.

Then there was Step 8.... Thank your customer for their business. I naturally assumed that this step was happening consistently, however I discovered what happens when you assume. Amid all the strategies and metrics, the one often overlooked aspect that can make a significant difference is expressing gratitude to your customers for their business. In a world where customers have so many choices to purchase products from, this seemingly small gesture holds substantial importance for several reasons.

Thanking customers for their business is Sales 101.... It is so basic, that many people don't necessarily think about it, or even understand the importance of it. In today's market, where many businesses offer similar products or services, standing out is essential. Expressing gratitude sets you apart from competitors who may not prioritize customer appreciation. It can be a unique selling point that draws customers to your brand.

When you show appreciation for your customers, you build a strong bond of trust and loyalty. Customers who feel valued are more likely to return and continue doing business with you. Loyalty is an asset in a competitive market, as repeat customers not only generate consistent revenue but can also become brand advocates, spreading positive word-of-mouth about your company.

Also, expressing gratitude provides an opportunity for open and honest communication with your customers. It encourages them to share their feedback, which can be invaluable for making improvements in your products or services. This feedback loop can help your business evolve to better meet customer needs and expectations.

In conclusion, the importance of thanking your customers for their business cannot be overstated. It's not merely a polite gesture; it can have a profound impact on your company's success. By expressing gratitude, you build customer loyalty, enhance your reputation, and foster long-lasting relationships, all of which contribute to a thriving and sustainable business.

So, to all our customers out there, on behalf of myself and the entire staff of Kimal Lumber.... Thank you for your business and for a wonderful 2023.

Happy Holidays and God Bless.

Clark Willis

Regional Sales Manager - Kimal Lumber