



# Sales Mastery Series WITH TOM HOPKINS

## Building Your Business

I. Keeping in touch with Thank You notes (see last page)

### II. Formula for getting referrals

Step #1 — \_\_\_\_\_ for them to see.

Step #2 — \_\_\_\_\_ on cards.

Step #3 — Ask \_\_\_\_\_.

Step #4 — Ask for \_\_\_\_\_ and \_\_\_\_\_

\_\_\_\_\_.

Step #5 — Ask them to \_\_\_\_\_ and \_\_\_\_\_

\_\_\_\_\_.

Step #6 — Ask if you can \_\_\_\_\_.

Send Thanksgiving cards or letters.

Send postcards from vacation.

### **III. Where do customers go?**

1% will die or go out of business

3% will move to another area and find a local vendor

5% will go to the competition

9% will shop elsewhere to find a better investment

14% will find a better product

68% of those who leave will do so because of your attitude and lack of attention.

### **IV. Law of Reciprocity**

In the news!

1.

2.

# Tom Hopkins Thank You Cards

## **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 opportunity.

## **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 someday be able to serve you. If you have any questions, please don't hesitate to call.

## **3. Thank You 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. Thank You After Purchase**

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

## **5. Thank You For a Referral**

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

## **6. Thank You After Final Refusal**

Thank you — For taking time out to consider letting me serve you. It is with sincere regrets that your immediate 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.

# Tom Hopkins Thank You Cards *(cont.)*

## **7. Thank You After They Buy From Someone Else**

Thank you — For taking the time to analyze my services. I regret being unable at this moment to prove to you the benefits we have to offer. We stay 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. Thank You 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, and I thank you in advance for placing them in the hands of three of your friends, acquaintances or relatives that I might serve. I will keep in touch and be willing to render my services as needed.

## **9. Thank You to Anyone Who Gives You Service**

Thank you — It is gratifying to meet someone dedicated to doing a good job. 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.

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