

**Sent:** Saturday, July 23, 2005 2:03 PM

**Subject:** BIZ BANK: THE POWER OF BEING PREPARED & THE POWER OF THANK YOU'S

*Dear Aquathin Dealer OnLine;*

*Here are two dynamite lectures rolled into one...and filled with tons of direction that are a MUST for \$uccess.*

*1. Enjoy the email comments and lessons regarding the Power of Thank You's from Mike Krause, my friend and local South Florida Authorized Aquathin Dealer, Absolute Environmental. And as many of you know, Mike and his wife Cheryl partnered with Aquathin in the creation of the Aquathin Allergy Store Online.*

*2. Sam Parker's article of the Power of Being Prepared contains plenty of internal links to more and greater details concerning "knowing your stuff !*

*For many Aquathin Dealers, well this is a review of your already "Habit of Excellence" that has resulted in a solid base of thousands of satisfied Customers.*

*Warmest regards to all...as well, your comments are always welcome and very much appreciated.*

FOR THE BEST TASTE IN LIFE &

**25 Years Pure Excellence**

Think Aquathin...AquathinK !!

( visit the allnew [www.aquathin.com](http://www.aquathin.com) )

Sam, Mike & Alfie

***P.S. "Splash NewsBulletins", "Forum Q & A", "Allergic Reaction", Biz Bank, Tech Bank and Quote Bank... ARE ALL FREE services to all Authorized Aquathin Dealers and their clients to keep you abreast of technology updates and industry news.***

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Subject: We started doing this.

Alfie:

Just got this article the other day. We started doing this a whlie back and it has helped us get some new Customers or additional business from our existing Client base.

Have a good day.

Mike Krause

## ABSOLUTE ENVIRONMENTAL

\*\*\* Article: Developing the Thank You Note Habit – By Tom Hopkins \*\*\*

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I learned the value and power of thank you notes early in life. When I was a young child, my parents occasionally went out with friends for dinner.

Invariably, when my parents returned from an evening out, I saw my mother sit down at her little desk in the hallway as soon as she got home and begin to write. One night I asked her what she was doing. Her answer came straight out of Emily Post: "We had such a wonderful time with our dear friends this evening that I want to jot them a note to thank them for their friendship and the wonderful dinner." My mother's simple act of gratitude, expressed to people who already knew that she and my father appreciated and enjoyed their friendship, helped to keep my parents' friendships strong for their entire lifetimes.

Because I understood that building relationships is what selling is all about, I began early in my career to send thank you notes to people. I set a goal to send ten thank you notes every day. That goal meant that I had to meet and get the names of at least ten people every day. I sent thank you notes to people I met briefly, people I showed properties to, people I talked with on the telephone, and people I actually helped to own new homes. I became a thank you note fool. And guess what happened? By the end of my third year in sales, my business was 100% referrals! The people I had expressed gratitude to were happy to send me new clients as a reward for making them feel appreciated and important.

I understand that you may not be comfortable at first with starting the Thank You note habit so I took the time to write out ten situations in which sending a Thank You note is appropriate. Then, to help you even more, I've drafted the notes for you.

### 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 relationship.

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

### 3. 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. After Purchase.

Thank you for giving me the opportunity to offer you our finest service.

We are confident that you will be happy with this investment towards future growth. My goal is now to offer excellent follow-up service so you will have no reservations about referring others to me who have similar needs as yours.

#### 5. For a Referral.

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

#### 6. After Final Refusal.

Thank you for taking your time 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.

#### 7. After They Buy From Someone Else.

Thank you for taking your time to analyze my services. I regret being unable, at this time, to prove to you the benefits we have to offer. We keep 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. 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. 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. 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.

### **The power of expressed gratitude is immense. Put this tool to work for you today!**

About the Author:

Tom Hopkins has dedicated his life to training the sales professional. For more than 25 years, Mr. Hopkins has personally trained over 3 million students on five different continents. Mr. Hopkins is the author of nine books, including "Selling for Dummies" and the best-selling, "How to Master the Art of Selling," which has sold more than 1.3 million copies and has been translated into ten languages. For more information, contact Tom Hopkins International at (800) 528-0446, email us at [info@tomhopkins.com](mailto:info@tomhopkins.com), or visit our website at <http://www.tomhopkins.com>



## the preparedness checklist

Preparedness -- the quality of all **true** professionals in every arena.

Little is left to chance in the world of a professional. Challenges to meeting objectives are predicted and examined -- appropriate responses are prepared and practiced.

If it **can** be identified, thought through, and practiced in advance... **it is**.

Below is your preparedness checklist for those who sell. Because it's general in its scope, you'll find that some areas of preparation may not apply to your sales world and others may need to be expanded. While some of these items are the responsibility of other departments in many larger companies -- the professional leaves nothing to chance. Take full ownership of your preparedness and use what's provided, create what's not, and improve what's weak. This is a guideline to examining your preparedness and a thought prompt in fine-tuning your process. If you lead a team, use it as a guide for sales training **beyond** product knowledge.

Preparedness -- a quality no **professional** can do without.

Print it out. Let it guide you. Pass it on.

**just sell**@...



[Click here](#) for the preparedness checklist

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a professional's checklist...

(all statements and responses should be written, practiced, and memorized)

### regular sales communication

- at least two **compelling** opening statements of value for your prospect in each format
  - in person
  - on the phone
  - on voice mail
  - by email
  - by letter
- at least two different and specific follow up voice mail messages
- at least five [open-ended questions](#) appropriate to **your** sales world
- at least one stock email response for any communication repeated in more than 30% of your sales efforts (can always be expanded or shortened in order to personalize the communication) - areas to consider include:

- initiating interest
  - follow up
  - secondary follow up
  - price inquiry
  - literature or collateral material request
  - appointment confirmation
  - creating of urgency
  - closing
  - thank you (business, referral, appointment, discussion, demonstration, etc.)
  - disqualifying
- at least two points of **true** differentiation from your competitors
  - at least one statement that communicates a solid reason a prospect or customer should **buy from you now** ([value/ urgency statements](#))
  - fully prepared [standard presentations](#) (for formal & informal presentations)

### challenging communication

- at least one response to each of the **top** three objections you hear from prospects and customers
- at least one response to the “[price is too high](#)” objection
- at least one statement to move the price sensitive prospect or customer to a [discussion of value](#)
- at least one statement to comfortably [exit a sales situation](#) no longer worth your time
- at least one response to the [discount inquiry](#) (“What can you do for me on the price?”) indicating a need for something more (or less) from the prospect or customer in order for a discount to be considered

### closing communication

- at least two [closing statements](#)
- at least one statement asking for referrals

### tools

- proposal templates for each product or service you sell
- contract/ agreement templates for each product or service you sell
- three customer references prepared in all possible requested formats
  - verbal
  - email
  - letter
- knowledge and/ or list of your company’s top five customers (in the event sharing this information has no negative competitive impact)

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print & route  
(a **printer-friendly** version for you & your office)

### the preparedness checklist



[pdf format](#)  
(best looking)

[html format](#)  
(fastest download)

