

10 Ways To Say "Thank You" on Your Non-Existent Budget



According to a customer experience impact report, the top reason why companies lose their clients is because they feel poorly treated. One of the major contributors to negative customer experience is when businesses fail to show their appreciation. If your customer gift budget is a fraction of what it used to be or even non-existent, no worries.

How can you still show your appreciation for their business? With a bit of thought, a simple, more personal way to say thank you can be more effective than an expensive box of chocolates or bottle of scotch.

Here are 10 no or low cost ways to say Recognize and Reward your Clients.

- 1. Pick up a Pen.** It's so easy to hit the delete button AND on the other side of that coin, it's just as easy to copy/paste and send out a mass email. Send a handwritten thank-you note. Business owners that take the time to send handwritten notes really stand out. Wouldn't you rather have a whole day on a desk than a 'read it and delete it'?
- 2. Use your phone.** We all have them. They've become another appendage. How easy it is to call your client to tell them how much you appreciate their business? When was the last time you received a call like this? Since this is done so rarely, it can have a big impact.
- 3. Make them a Star.** Thank your clients publicly on a social media platform that they use. A shout-out on Facebook, a tweet on Twitter or a simple video that you take with your phone and post on YouTube is just another way to thank your clients, boost their exposure and yours. (you know you're secretly pleased when you see your name in lights!)
- 4. Thank them for coming in.** If you have a bricks and mortar location, provide coffee, flowers or some other small gift or treat for clients who walk through the door.
- 5. Fun is Good.** Get creative – think out of the box. Take a picture of yourself holding a personal thank you sign in the middle of the Capilano Suspension Bridge or coming down an escalator. Create a mock news headline that

includes a picture of the person you're thanking. Send a roll of Lifesaver candy to thank your supplier for being there when you needed them. Send a packet of seeds to thank your customers for helping you 'grow' this past year.

6. Recognize and Reward. Do you have a "on-time every-time" client that is never late with a payment? Perhaps an "Ambassador" that is always recommending you or maybe an "organizer extraordinaire" who never calls with last-minute requests? Have they been a client of yours for 1 year, 5 or 10 years? Why not make certificates for your most deserving clients? Buy a tasteful, inexpensive frame to showcase it.

7. Tweet a coffee. If your customers are all over the country, through Starbucks "Tweet a Coffee" program, you can send a \$5 Starbucks eGift card to your customers in [Canada](#) and the [U.S.](#) by using their Twitter name/handle. I send one just before I have a skype meeting or conference call so they can have "Coffee with Cathy".

8. Send a Treat. When a company policy say no gifts, a tin of cookies is a great way to show your appreciation, allow your customer to accept graciously and be able to share so that it's not just for them. It's like a pay-it-forward thing.

9. Make Friends. What better way to say thank you than to send a new customer to your client? A double whammy when you recommend one of your best clients to another of your best clients. Can you say WIN- WIN? They'll certainly never forget that.

10. The True Spirit of Giving. It's not about giving or getting 'things' but the 'why'. Make a donation to your client's charity in their name. Buy 10 dinners at the local Gospel Mission or make a micro-loan through TCWA's Kiva account and give it on behalf of your top client. <https://www.kiva.org/invitedby/theconnectedwoman6525>