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Ron Roberts

~~ The Contractor's Business Coach ~~

~~ Contractor Best Practices Newsletter ~~

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Tip of the Week:

Set no more than three goals for each day. Then make sure you achieve all three.

Do you know any contractors?

Send this newsletter to them.

If just one piece of advice from my Contractor Best Practices Newsletters help make their business easier to run and more profitable, they will be forever grateful for your thoughtfulness.

Today's Article:

Using Greeting You Cards to Build Customer Loyalty

Looking for a time-tested marketing approach that is almost guaranteed to create customer loyalty and a flood of new leads?

Send out hand written greeting cards that express your appreciation for your clients' time and trust, express that you are thinking about them, and express that you care about them.

Do you believe thank you notes and birthday cards are a waste of your time? Think again.

Harvey Mackay, author of Swim With the Sharks Without Being Eaten Alive, and an expert at landing high value sales, claims that the greatest gesture of appreciation is the hand-written note.

Bob Burg, author of Endless Referrals states "Thank you notes are one of the most powerful tools in building a huge network, both professionally and socially. People with the most impressive networks are typically avid note writers."

Tom Hopkins, a top sales trainer, states that "building relationships is what selling is all about". Tom originally built his practice by sending 10 thank you notes every day.

According to David Frey, editor of the Marketing Best Practices Newsletter, nearly all of the top referral marketers use greeting cards to stimulate the client referrals that make up 100% of their lead generation.

Hand written greeting cards play up to one of the strongest needs people have - feeling appreciated. The time tested best way to convey appreciation is to send out personalized greeting cards.

A couple of tips:

- * Your message must be sincere.
- * Your card must be timely.
- * Send them after sales calls and private meetings.
- * Send them on birthdays.
- * Send them on anniversaries.
- * Send them on their spouse's birthdays.

Greeting cards that express your true appreciation will make your customers fall in love with you and rave about your services. And with the proper prompting, they will convince your clients, associates, and friends to brag about your services to their associates and friends.

Would you like to get all the referrals you can handle? Start becoming an avid sender of greeting cards.

Wishing you much success.

Ron

P.S. "By Referral Only"

By Referral Only...means: I invest 100% of my time and energy to delivering first-class service to my clients. As a result, my valued clients, industry partners, associates, and friends refer their family, friends and work associates to me for advice on building their small construction businesses. I'm interested in building strong life long relationships one person at a time.

Recommended Resources

HIGHLY VALUABLE SERVICE PROVIDERS

Independent Lease Review, Inc.
<http://www.ReviewYourLease.com>
Experts in equipment lease negotiation and contracts.

Switzer Resource Group, Inc.
<http://trainingresources.com>
Tools that arm you with the most profitable skill to have - the ability to influence and motivate people.

American Subcontractor Association
<http://www.asaonline.org>

ASA helps subcontractors become and remain successful.

Associated Builders & Contractors

<http://www.ABC.org>

ABC works tirelessly to help keep the door open for non-union contractors and provides training for non-union field personnel.

Association of General Contractors

<http://www.AGC.org>

The largest professional construction association. AGC has a wealth of resources for contractors including comprehensive training and education.

BOOKS

The following books will open your eyes to a highly successful sales technique that every contractor should be able to embrace: pain based selling.

"You Can't Teach a Kid To Ride a Bike at a Seminar"
by David Sandler

"SPIN Selling"
by Neil Rackham

NEWSLETTERS

To get your own copy of my Contractor Best Practices Newsletter, click on the following link and sign up for my free business advice:

<http://www.FilthyRichContractor.com>

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