

# The Importance of Saying Thank You

The end of a year, whether it's the calendar year or fiscal year, is a wonderful time to reflect on the previous year, reflect on our successes and yes, even reflect on our failures. Hopefully, you have many more successes than failures to reflect on. Typically, when we reflect on our failures, we establish an action plan so that we don't repeat those failures.

I have something I would like you to think about for just a minute. A minute is all it will take for you to answer these questions.

- Did you say Thank You to your customers for being your customer, for patiently waiting when you were running late, for being loyal to and for referring you to their family and friends?
- Did you thank your business associates, friends and family who referred customers to you?
- Did you thank your staff for being understanding and tolerant of you throughout the stressful periods? Did you thank them for taking care of your customers and helping them understand what was happening? Yes, it's their job and yes, you're under a lot of stress, but so are they.
- Did you thank the vendors who came through in an emergency when you ran short of supplies?
- Well, there's probably another hundred people you should have said Thank You to, did you?

OK, now that we've established that you may not have said Thank You to those that deserve it, the very first behavior modification you need to make is commit to yourself that this will change and change for the better.

There are many ways of showing your appreciation. The easiest and most popular way is to verbally say *Thank You*. In America it has even more meaning when you reach out your hand and say the words "Thank You" while you're shaking someone's hand. Yes, it's a cultural thing, but in America it's important.

Many of the leading business coaches will tell you that saying *Thank You* and offering a gift of your appreciation is one of the sincerest forms of *Thank You* that you can offer. The giving of a gift, even a small inexpensive one, creates a positive memory in the recipient's mind that will last a long long time. It's also something that the recipient will tell others about, thus spreading the good word about you and your business practice.

There are many thoughts on what the 'gift' of appreciation should be. One thought that all of the experts agree on is that it needs to be proportionate to what was done for you and should be tailored to the recipient. For instance, if you received a referral from a business associate, the Gift should be something for the business associate, not the

referral. If saying Thank You to a group of admin personnel at a company, you will want to present them with something that can be shared amongst all of them.

When selecting what the 'gift' should be, gift industry experts recommend food, food and more food. Statistics show that 61% of the gifts given in today's business world are food. Food is almost 3 times more popular as the next most given gift item. The breakdown for the rest of the gifts is 21% desk accessories and the remaining 18% being gift cards, sporting and/or theater tickets, flowers, etc. Food is universal and always puts a smile on people's faces. As the old adage goes – *The way to a persons heart is through their stomach.* Try giving a gift of food and see what the reaction is.

If you are serious about saying Thank You and want to create a positive memory, say it with a smile on your face, an extended hand and a gift of food. It works every time.

LeAnn McGuinness is owner of *The Baset Case* located at 13526 Village Park Dr., #202, Orlando, FL 32837. While The Basket Case works primarily with businesses, they also cater to the individual needs. To have a customized basket delivered or shipped to a family member, friend, co-worker or anyone else who needs a special thanks or congratulations, please come by or call (407) 648-0034. Thank You. -- Bruce H. Kubec