

**How to Win the Hearts  
Of your Customers and Friends  
(The Secret of Envious Relationships)**

**Plus Tips for the Dynamite Customer Service  
That has Made us so Successful!  
(Relationship Marketing)**

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# **How to Win the Hearts of your Customers and Friends (The Secret of Making People Really Like You) Plus Tips for the Dynamite Customer Service That has Made us so Successful**

Dealing with people, whether in business or in personal life is an exercise we cannot escape or ignore if we're human. Why is it then that we fail so miserably at it? Well maybe you don't, but you probably have to deal with some people who do. It is the intention of this report to give you the tools not only to help you deal with those "possibly not so easy to get along with" people, but also tips in general to remind us of human nature and how we can, by making a few minor adjustments in how we treat others, make a significant contribution, while elevating our stature in the process.

Keeping your customers coming back and spending money with you forever is not as difficult as you might think - if you treat them right. Of course you want loyalty and repeat business from your customers and wouldn't it be great if they could become valued friends? Even if you don't have the opportunity to meet these folks (which you usually don't online) you can still show legitimate concern and empathy for their situation and try to offer a solution to their need/problem. The more you treat your customers as friends, the more they will want to do business with you and you will find that your sales or requests for services will soar! What a great way also to convert prospects to customers and boost sales! Of course you want to do the very best you can for your customers, so let them know you are going to do everything in your power to fill their need, whatever it may be. If you can't, just tell them you can't with your sincere apology and try to offer a solution through someone else who might be able to help them.

It's not that difficult to win over even the roughest character. Think about it, everyone loves to be appreciated, but no one will ever feel *over* appreciated, right? That's just not possible, at least not if you're genuine in the attention you give, and are sincere in expressing your appreciation for your relationships. It's really *all about them* and *not about you*. Talk to people about themselves and they'll listen for hours. Let me explain.

One of the most important things I feel the need to take a moment and stress here, is how to properly treat people. Whether you are with them physically, or if you are only on the phone, treat them as if they are the most important people in your life at that moment. If you genuinely give someone your totally undivided attention and don't let yourself be distracted, they will sense from you a real concern for their need, or problem, and you will gain more respect from them than you can imagine. Answer the phone with enthusiasm, like you are thrilled to hear from them. Ask them how they're doing. If it's a friend, ask about the family. It only takes a minute and you have shown genuine interest in them. If you are aware of something that has been going on with them or their family, ask for an update. You need to be genuine about this, but if you practice, this behavior can become a lifestyle that will make people love to be with you and talk to you. It makes

them feel very special and consequently, they'll love you for it and have such a respect for you that they will sing your praises to everyone they know - all because you took the time and effort to make them feel extra special. This is not a new concept. One hundred years before Christ, a famous Roman poet, Publilius Syrus remarked, "We are interested in others when they are interested in us." It's a two way street - both parties benefit.

If you're with them, look into their eyes as you converse (especially when listening) Listen with your eyes as well as your ears. Be a good listener and encourage them to talk about themselves. The way to a person's heart is to talk about the things they treasure the most. Also, don't look away at other activities going on around you. Don't think that if you're on the phone, the person on the other end won't know if you're doing other things while talking, and not paying full attention.

It's especially important to give those on the phone extra attention - listening to their voice, because that is the only thing you have to go on, to sense their emotion. You don't have the luxury of being able to observe body language or their eyes like you do in person. A great method to use when talking on the phone to come across as being really interested and friendly (which you are anyway, right - you just need to be able to communicate it) is to raise your eyebrows and smile as you talk. It will give you voice a lift. Try it on one your friends. It really works. It makes you sound very cheerful, etc. which is how you really are, right? The thing is, they can't see you either, so you have to work a bit harder to let them know that you're really with them. They can't see you smile, so they have to hear the warmth of your heart through your voice. If you practice, it'll start to come naturally to you.

Something I have more trouble with as I get older, but is as important as anything else I mention in this report, is the value of remembering and using the name of the individual in which you are engaged in conversation. I can't stress this enough. People love their name and love to hear their name - and the fact that you remember it means more than you know. We sell personalized cards because we know that people like to see their name in print as well, plus it looks more professional to have it printed. But hearing one's own name is music to one's ears. Always be listening closely to catch the name and somehow make a mental note, or if you're on the phone, quickly write it down so you won't forget it. We have a tendency to be so concerned about impressing others with what we are going to say or how we are going to respond to them that the name escapes us. Big mistake. I know it's not easy, but is of paramount importance.

Another thing - use every opportunity to build the other person up as much as you can without being insincere. Make them feel important. Everyone loves praise and when you praise them, they think the person handing out the praise, compliments, etc. is a real quality person. Now I know this goes against the grain with some of you who feel that you always need to be the top dog - the one always to receive the praise. Maybe you have a hard time elevating someone to a stature that you feel might be perceived as putting them at a level higher than yourself. Get over it! If that's you, you have missed out on one of

the greatest psychological triggers of all time. If you want to be praised, praise someone else first. It'll follow. Trust me on this. Try it. See how it feels and see what happens. Think about it. Don't you like people who admire you? If you show in some way by what you say, the attention you give someone, or how you act toward them, that you admire them either as a person or because of their accomplishments, you will find them really liking you. They can't help it.

I will close this special report with three real life examples (two business, and one personal) that will totally blow you away with their simplicity to execute and yet so powerful. It's something you can easily work to incorporate into your everyday life so that it becomes a genuine lifestyle. But first let me list 8 things you can do to make others feel special and highly valued by you. These can work for business relationships, or in your personal life to show how you value your relationships. You will be amazed how you will endear these folks to yourself and you will have friends and admirers forever!

### **1. Send Thank You Notes.**

You would be surprised at how effective a simple thank you note can have in a relationship - the impact it can make. It only takes a few moments and a few cents to write a short Thank You note, but what an everlasting impression your thoughtfulness can make by showing your customers, clients, and friends that they mean so much to you, that you want to take the time to acknowledge them! By nature we all like to be appreciated for what we do. When we tell someone that we appreciate the kind, efficient, or honest things they have done, we can effectively reinforce that behavior while making them feel great about who they are and how they act. (This can really be a great reinforcement of a behavior you like seeing in your kids!)

So few people take the time to write Thank You notes these days, that when one is received, it makes a huge and lasting impression that could do wonders in your relationships, be they personal or business. It doesn't have to be more than a couple of sentences. The recipient will just be so surprised that you took the time to say "Thanks" for whatever reason. When you send a Thank You Note, you are really sending a small piece of yourself. We live in such a fast society that we often fail to make such needed connections with others. Writing a Thank You Note makes a connection and brings a relationship full circle. No one grows tired of being thanked. Here are a few simple suggestions: (These were developed for business, but you can get the idea to write something on a more personal level to your friends for whatever occasion you can come up with to write a Thank You note to acknowledge them and let them know that you are thinking of them.)

Thanks so much for your business and the opportunity to serve you. You are a valued customer. Your business is greatly appreciated. (or) Thank you for your continued business.

It was a pleasure talking with you today. Time is such a rare and precious commodity these days. Thank you for sharing your valuable time. Please let me know if there is anything else I can do for you. If you have any questions, please give me a call.

You are a special customer and your business is greatly appreciated. Many thanks!

I sincerely appreciate your business and look forward to serving you again. (or) It's always a pleasure serving you.

I appreciate your business more than you'll ever know and I want to thank you for giving me the opportunity to serve you.

I appreciate the confidence you have placed in me and I look forward to providing you with the best possible service in the future.

Friends like you are the foundation of our success and we want you to know how much we appreciate your loyalty.

Your loyalty as a customer is greatly appreciated.

Thank you for your valued business. Serving you is always a pleasure.

Thank you for giving me the opportunity to serve you. I am confident that you will be happy with your purchase/decision. My goal now is to offer you excellence service so you will want to refer others to me who may have similar needs.

Thank you so much for your kind referral. I can't tell you how much that means to me. I will make sure that he/she receives the highest degree of professional service possible.

(To someone who has been of service to you) Thank you so much for your help today/yesterday. It is gratifying to meet someone dedicated to doing a good job. I sincerely appreciate your efforts. If I can serve you in any way, please let me know.

(For someone who has been loyal to you for an extended period of time - perhaps on an anniversary of their patronage) With warmest wishes, I send this note to say, "Thank You" for your patronage. We are continually trying to update our product to better serve you. If you would like an update or need anything in particular, please give me a call.

## **2. Make Thank You Calls**

These should not take the place of the written "Thank You" but isn't it nice to receive a phone call unexpectedly, out of the blue from someone saying, "Thank You" for something? Any "Thank You" is appreciated but it's even more powerful to thank others unexpectedly.

## **3. Make "How's it going" calls regularly.**

Usually when people call, they need some information or want to give you information. Isn't it nice when someone unexpectedly calls just to see how you're doing? We're all busy so I don't mean to call someone up and bend their ear about what you're doing. (Remember I said earlier that it's all about them, not about you.) Don't take a lot of their time, unless they need to unload on you, in which case, aren't you glad you called - because they needed you. What better way to build a relationship than to be there for someone? My point is just to surprise them with a call to let them know that you're thinking about them and to see if there is anything you can do for them. This works extremely well on a personal level, but even in business, it shows that you care about them as an individual. If you want to develop better business, you'll want to do this regularly. We're all so busy these days that it really means a lot when you do this because the person on the other end knows that you're busy too. It usually only takes a couple of minutes and you have taken the initiative to basically say, "Hey, I was just thinking of you. Everything going okay?" It usually is, so the call is over with very quickly and you have shown genuine concern for that person. This is a great activity to try to work into your day. Try to reach out and touch at least one or two people a day this way.

## **4. Send unexpected gifts.**

This applies to business and/or personal. If you find an article, book, newsletter, tape, interesting website or anything that your friends and/or customers might be interested in, send it along with a note saying, I thought you might enjoy this. I just finished reading/listening to this and there are some interesting ideas here. It's a small gesture but the fact that it's unexpected, and that you thought of them will make the effort appreciated.

## **5. Send samples.**

This would apply mostly to businesses I guess, but if you can, try to send a sample of one of your products as a gift. Again, this is something so unexpected that it would be perceived as a pleasant, thoughtful surprise of great value. If you don't have a sample, you could just include something you think they would enjoy with a note saying, "thought you might enjoy this." That is something you could do for anyone and it would be considered a very thoughtful gesture because it is. It takes a little effort, but the rewards are great and lasting.

## **6. Send Birthday Cards**

Who doesn't like to be remembered on their birthday? How about doing something really easy and send a birthday card to your friends and customers. Of course you'd have to find out when your customer's birthday is but if you've had a lengthy relationship with them, you should try to find that out. You could even go the extra mile and send a little gift with it. It wouldn't have to be much, maybe a "special offer" coupon or maybe free tickets to an event. Just a thought. Say something like, "I wanted to be one of the first to wish you a happy birthday and to offer you this special gift (or discount) for this special occasion.

## **7. Send Holiday Cards**

Are your customers and friends worth a couple of bucks to you? That is about all it would cost (along with couple minutes of your time) to personalized a classy holiday card with a sentiment of appreciation, address it and toss it in the mail. You would be amazed at the impact that can make! If you really want to stand out from the crowd of all the other cards that might be coming in to that person, or business, send a Thanksgiving card and send it even a little early. That way you will be way ahead of the pack and they will have more time to soak in your message. Thanksgiving is a time of expressing thanks for friendships, associations, etc. Also, you don't have to worry about any cultural differences. Anyone would appreciate a Thanksgiving card. It would definitely be a memorable experience.

## **Have a "Customer Appreciation Day"**

This is really going the second mile, but why couldn't you have a customer appreciation day with a luncheon in which you honor your customers? (Or course this would only apply to a local business.) If you can't afford that, maybe a coffee or a special dessert would be appropriate. This would really make them feel so special that it pretty much would guarantee their loyalty to you forever. Even if they can't come, the invitation is enough. They will (rightfully so) be extremely honored that you would include them and they will never forget it. Do you want to make it even more memorable for them? One usually would expect them to send you a "Thank You" and they probably will, but how about sending them one for honoring you with their attendance. Talk about unexpected! For a long distance relationship, sending a note to say that you were just thinking of them and wanted to know that their friendship/patronage was appreciated will also mean a lot. Remember it's the thought that counts. So few people are that thoughtful these days, so you will definitely stand out in a crowd.

*All these ideas are probably too much for all of you to handle, at least at first. Start out with a couple that seem the most natural for you and try to gradually add others. It'll be worth your time and effort. Please read on because the last bits of this report have some of the best material.*

Their customer service reps tell me that they have so many dealers who have flown off the handle at them about something that went wrong with an order, that when they get a forgiving, thoughtful person on the phone, it really makes their day and they appreciate it so much. Working with the public as much as we do, I can certainly empathize with that. Some people can be so nice about something that has gone wrong as they trust us to correct it as quickly as humanly possible, which is so appreciated; while others act like the mistake was done on purpose to try to ruin their life! It takes all kinds. Anyway, this has been a great experience for us, so I pass it onto you, for what it's worth. One time I actually wrote a letter to the owner of that company and commended him on his staff and told him how helpful they were and that I really appreciated how they have worked so hard to help me. I named several people by name in the letter, who had been especially helpful and friendly to me. I meant every word of it. I know that we in business usually hear about all the bad things that happen but rarely the good. I knew it would mean a lot to him. Well, he circulated that letter around to those whom I had mentioned. I can't begin to tell you how extra friendly (if that's possible) they are now when I call. This is a huge national company I'm talking about here - so now I feel special because if I call in and just mention my name, I get, "Oh Hi, Debby, how are you?!" Sometimes as soon as they hear my voice, as I call them by name ( I know their different extensions), I get the same response before I even say my name - all because I showed a genuine appreciation for them and all that they have done for me.

**Personal Example** - When we moved into a new neighborhood a few years ago, one of our new neighbors threw a block party to give us an opportunity to get to know our neighbors. As I made the rounds, meeting the different people and talking with them, I kind of gravitated toward a certain woman that I just had a feeling I would enjoy getting to know. She had been in the kitchen most of the time, helping with the food, drinks, etc. I wandered over to where she was replenishing a bowl of chips and salsa, and started asking her questions about where she lived, how long she had lived there, where she lived before moving to the neighborhood. I asked her about her children, their ages, where they went to school, what they were interested in. I asked about her husband who had not been able to come - what line of work he was in, etc., etc., etc. We talked for the longest time - about her. When we started to leave, she said, "It was so good to meet you and to get to know you. We'll have to get together again sometime for coffee or lunch." I said, "Sure, we'll have to do that." I smiled as we walked out the door. I hadn't told her anything about myself. She probably knew a little bit about us from the neighbor who hosted the party, but I personally didn't tell her a thing. The conversation had all been centered around her and her family. She obviously had enjoyed and felt very comfortable with that topic. Here she thought we had a most enjoyable conversation - all about her.

One more thing before I close this out. One of the most important criteria about creating and maintaining great relationships, is to try to appear as "up" "happy" or "enthusiastic" as you possibly can when talking with people. Think about it, don't

you enjoy being around that kind of person more than the "sour grapes" type who always has a chip on his/her shoulder? It's so much more enjoyable to be around the positive individual who has a sunny disposition about life than the negative type. Sure, we all need a friend that we can go to when we are down and out, but I'm talking about in general. Even if it's difficult on a particular day, I don't mean to be a fake, but try to put your best foot forward and you'll be glad you took the extra effort. After all, we all want to come across as positive. Those sad moments are only temporary anyway, right? You don't want people to get the wrong idea about you, so put on that charming smile and make someone's day. Are you one who doesn't typically smile very much? Hadn't really given it much thought? Tell you what - try smiling at every opportunity today, tomorrow and for the rest of the week. You might have to work at it, to be conscious about doing it. Be genuine about it though. An insincere grin won't fool anyone. It has to come from within, so you might have to change your attitude a bit, but it'll be worth the effort. You'll be glad you did. Take note of all the smiles that will return to you. In the midst of all the frowns and scowls out there in the world, your smile will be a ray of sunshine and fresh air to those who witness it. Not only that, but actions and feelings go together. The more you smile, the happier you will feel - really! You know the old saying, "Attitude is Everything" is true and you are the only one in control of that.

At the risk of making this report too long, I'd like to include a philosophy a department store in New York City posted in one of its advertisements.

### **The Value of a Smile at Christmas**

It costs nothing, but creates much. It enriches those who receive, without impoverishing those who give. It happens in a flash and the memory of it sometimes lasts forever. None are so rich they can get along without it, and none so poor but are richer for its benefits. It creates happiness in the home, fosters good will in a business, and is the countersign of friends. It is rest to the weary, daylight to the discouraged, sunshine to the sad, and Nature's best antidote for trouble. Yet it cannot be bought, begged, borrowed, or stolen, for it is something of no earthly good until it is given away. And if in the last minute rush of Christmas buying some of our sales people should be too tired to give you a smile, may we ask you to leave one of yours? For nobody needs a smile so much as those who have none left to give!

I realize that none of these ideas are rocket science. They actually are common sense. But I've discovered from time to time, that we tend to get so caught up with our busy lives, situations, and concerns, that we lose sight of what we are becoming. I know it's happened to me. Sometimes it's a good idea to stand back and see how we can improve ourselves and how we treat people, and therefore our relationships. The only people we can change are ourselves and so if you see a way that you can improve your relationships by changing how you approach or treat people, you will find them responding to you in a positive way and who knows, maybe they will change themselves overall in a good way.

By becoming a better person, more caring and compassionate, over time, you actually have the power to change others by your example. These behaviors are contagious! That actually is a rather powerful phenomenon. You can't rush a good thing. Something like this can work fairly quickly with some people, or can take quite a bit of time for others, but by changing yourself you can eventually change others. Can you think of a better way to approach life? If you have ever felt that you never contribute anything extraordinary to society, I've got news for you. Try these ideas out for a few weeks and just see the results. You will have contributed significantly. Not only will you have won the hearts of your customers and friends and drawn people to yourself because of your winning personality, you will also be changing your sphere of influence one person at a time. What an awesome accomplishment!



