



**P**eople respond positively when treated kindly and..... **C**ustomer feels good when appreciated.

Write a **powerful letter of appreciation that makes your customer feels special** - a sincere, well-written appreciation letter with words of admiration, gratitude, and recognition. Keeping the underneath pointers in mind-

- Write your appreciation letter within a few days of whatever happened to inspire your gratitude.
- Handwrite a personal appreciation letter on a sheet of stationery.
- Use customized letterhead for business correspondence only.
- Address your **appreciation letter to a specific person**, if possible, not just to the company or to the organization in general.
- Specifically **state what you appreciate**.
- Be sincere—most people can sense when you are not being honest.
- Write clearly and concisely; this is no time to be longwinded or flowery.
- Be brief.
- Avoid thanking the person beforehand—for example: "Thanking you in advance for your help in this matter." To do so is presumptuous and suggests you do not feel the need to write a follow-up letter.
- Close with warm regards or best wishes for continued success.