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Golden Nuggets of Networking Wisdom

By Bruce Libman



This month's Golden Nugget is an excerpt from the book,
Total Networking Success A – Z.

“L” is for Letters

Specifically, Endorsement Letters.

What are they?

They're simply client compliments or “thank-you's” put into writing.

How do you get one?

You ask. Next time you're at a meeting or talking on the phone and your client says, “Great job on that last delivery Joan,” you ask her to put it in writing for you.

What do you say?

Something simple such as, “Thanks Rose, I appreciate your saying so. It means a lot personally and business-wise. If you could put those thoughts into letter form it might help me increase my business” (“reach my sales quota faster”)(“land a new client I've been after for the past few weeks”).

What do you do with them?

That depends on the nature of your business. If you meet with clients in your office, frame and display your Endorsement Letters prominently. Be sure to use a frame that shows off the letter at its best. Think of it as a piece of wall art that could generate business. One sale from a wall full of Endorsement Letters is a tremendous return on investment.

If you meet with clients either in their homes or offices create a portfolio of Endorsement Letters. You'll have them to show as part of your presentation, or you can simply refer to them and ask if your client wants to see them. Again, be sure your presentation is the equal of your endorsements. Even a letter full of high praise will get lost in a shabby, overused, cheap portfolio.

What should they contain?

Rule number one is that Business Endorsement Letters be written on your client's letterhead. Your Endorsement Letter should be specific. If it's a general thank-you, the Letter should mention the time ("over the past four years") and product or service ("you've unerringly supplied us with all our stationery needs").

If the Letter is to thank-you for a particular one-time service, that service should be spelled out ("our 80-car parking lot has taken on a whole new look thanks to your great paving and painting services").

If the Letter is a thank you for an additional service, you'll want to have it say something like "We've always valued your computer know-how, but that new PR program you created for us has really been a moneymaker for us."

If you've put your client together with someone, get that in writing, too. "Thanks to you, we got together with Bob Smith and now our travel needs are in the best of hands."

Be sure the Letter includes positive adjectives (e.g., detailed, thorough, best, money-saving, money making, etc.), adverbs (e.g., quickly, timely, professionally), and phrases (e.g., each and every need we've had, without a problem, on time and within budget).

Which sounds better?

"Thank you for holding your sales seminar here last week. It helped our sales force a lot."

"Your in-depth sales seminar was brimming with new and fresh ideas for all of us. Our sales force has already taken some of your moneymaking ideas into the field with terrific results."

NOTE: There's nothing wrong with drafting an Endorsement Letter yourself (with your client's knowledge) and asking him or her to have it printed on company letterhead and signed.

The Endorsement Letter is a simple, easy-to-get Total Networking Tool too many of us overlook. If you're doing a good job for a client, the least they can do is let others know about it.

Bruce is the author of various books including *Total Networking Success A – Z* which can be purchased from the

CFL/TNC website: <http://www.totalnetworkingandconsulting.com/online-store>