



Letters written by hand provide a level of authenticity and a sense of personal connection that electronic communications simply can't.

— Forbes, July 2022

THANK YOU & REFERRAL CARDS

GOAL When projects are completed, we want customers to refer us to their friends and family.

HOW The sales team sends handwritten notes on logo stationary asking for referrals, including our referral offer cards and 10 business cards.

WHEN After the project is completed, and payment is received.
Contact people who we know are **happy with our products or services. If there's something we could do to improve their experience, do that first, and then send the thank you/referral request card.*

THANK YOU NOTE SCRIPT

Hello Bob,

I hope you and your family are well. We appreciate your business!

I'm glad that you were so pleased with our work on your new roof. I wanted to reach out and ask if you might know anyone else who might be interested in similar services? I've included our referral program.

Thank you,

John Smith

