



Building Business With Gratitude

Thnks Best Practices & Best Uses

Instant digital gratitude empowers you to build stronger, more fruitful business relationships.



BEST PRACTICES

✔ Thoughtful & Relevant

Personalize your Thnks message and the gesture itself. Search for a book, bottle of wine, or sports jersey you know your contact will enjoy.

✔ Don't Send a "Thask" (Thnks + ask)

Don't use the Thnks as an asking opportunity. Be on the lookout for the open and redeem notifications to help guide your next follow-up, which is a more appropriate time for your ask.

✔ Surprise & Delight

Take opportunities to use Thnks to put a smile on your prospect's face. It's unexpected and always appreciated. These types of gestures receive the most positive feedback on the platform.

✔ Gratitude Habit

Build a positive association between you and your client over time and through multiple touchpoints. Ensure you are showing appreciation regularly by creating a "gratitude routine". Spend a little time each day practicing it!

✔ Schedule & Automate

It's easy to forget a birthday, work anniversary or important deadline. Avoid missing those crucial relationship moments by scheduling out your gestures in advance. Your future self will thank you.

✔ Spread the Love

It takes a TEAM to make a business successful. Showing appreciation to multiple people at a business makes the overall relationship stronger and protects you in case of changing accounts, contacts or responsibilities.

USE THANKS TO

1



Re-engage lapsed leads

- **Who:** Leads that have been unresponsive for 2+ weeks.
- **When:** Based on a meta-analysis of 10 data-driven email marketing studies covering billions of emails, Tuesday morning is the optimal day to maximize your open rates.
- **Suggested Thanks Gestures:** A **'Berried in Work Treat, An Afternoon Pick Me Up**
- **Example Message:** "I know your schedule has been packed so I thought a pick-me-up would help power you through the week. Looking forward to connecting again soon."

2



Shorten the Sales Cycle

- **Who:** Prospects in the middle of your sales funnel.
- **When:** Based on our analysis, Thursday morning is the best time to increase open and response rates if you've already connected with the prospect in the previous 7-14 days.
- **Suggested Thanks Gestures:** **Lunch for the Team, WorkPerks Team Snack Box**
- **Example Message:** "Good morning and happy Thursday! I was thinking of how swamped you and the team were this week, so I thought you'd all enjoy some fuel/snacks to help get you through the day."

3



Follow Up on a Client or Prospect

- **Who:** All prospects and clients you've had a phone, video or in-person meeting with.
- **When:** Directly following your meeting or call.
- **Suggested Thanks Gestures:** A **'Thanks a Latte'** or a specific item relating to your initial conversation (ie. **A Petco Mini Make-Rover** for a dog lover).
- **Example Message:** "It was a pleasure to meet you earlier. I really appreciate your time and consideration of our proposal. I know you mentioned you have a lot going on this week, so I thought you'd enjoy a caffeine-boost and a sweet treat!"

BUT WAIT! HERE ARE EVEN MORE TIMES TO USE THANKS

SEND A THANKS FOR

THNKS SUGGESTION

Birthdays (client, prospect or colleague)

Birthday Bundle, Jacques Torres Birthday Bundle, Happy Birthday in a Box

The start of a sporting season

A Fanchest Box, Domino's Pizza Party for the game

Closing the deal

A Tasty Thank You, Premium Liquor or **Wine**

Upcoming celebrations (i.e., wedding, housewarming)

A Congrats Cappuccino, Jacques Torres Chocolate Covered Congrats, Champagne

SEND A THANKS TO

A prospect under the weather

A Cup of SympaTea, Soup to Cure the Cold, or **Wellness Box**

A prospect traveling for work

Delta Flight Upgrade, Airplane Travel Kit

A hardworking prospect who needs R&R

A Cup of 'SereniTea', The Relax and Restore Box

Prospects stuck in bad weather

An Uber Ride, A Hot Chocolate

A contact going through a difficult time

The Serenity Box, UrbanStems Flowers

A new parent

Fluffy Elephant w/ Blanket, Hatch Baby Sound Machine

OTHER OCCASIONS TO SEND A THANKS

Made a mistake?

An Eggstra Sorry Sandwich, Sorry A Latte, Rocky Road Redo

A referral, customer testimonial, or customer feedback

Coffee For The Week, Dozen Donuts at Dunkin', Amazon Echo Dot

Congratulate a client on a recent promotion

Caramel Congratulations, Champagne Truffles, The Sunshine Box

To motivate employees or the team

Lunch for the Team, Team Ice Cream Sundaes

START SAYING THANKS TODAY.

Visit thnks.com to sign up or download the Thanks app.



THNKS