

# Chick-fil-A's Core Lesson For Radio Sellers

By **Pat Bryson** - July 17, 2023



**(By Pat Bryson)** Those of you who have eaten at Chick-fil-A have experienced the person waiting on you respond to your thank you with "My pleasure". Every Chick-fil-A employee has been taught to respond that way. It's part of their corporate culture.

When was the last time someone sent you a Thank You note? Do you still have it? These items are so rare today that you just might have it posted on your wall. Especially if it were from your boss, a customer, or a friend.

The point is, so few people say "Thank You" anymore that receiving a hand-written note becomes an event. Somehow the fact that it is hand-written makes it more special than receiving the same sentiment by email.

Part of cutting down on the attrition we all experience in sales is how we follow up with our clients after they have said, "Yes". Saying "Thank You" is a large part of that.

But we need to say "Thank You" for situations other than just when someone gives us a new agreement. How about we thank them for the time required for the customer needs analysis? How about we thank them for the sale? How about we thank them for the LOSS? How about we thank them at random times during the year to show we are thinking of them and appreciate their business?

We should make saying, "Thank You" a part of our corporate cultures. My mother told me that the magic words were "please" and "thank you". Mother was right!

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