

## New Customer Thank You Message Template

**Sales Professionals:** Thanking Affiliate Rewards customers for their vehicle purchase will generate additional Sales Leads! Therefore, we recommend sending a congratulatory email or handwritten note within 48 hours of their purchase. You can use the below template as a guide, or you can adapt it to your personal style. Either way, this process will help you continue to grow your relationship with that customer and encourage them to tell their colleagues about their positive experience with the Affiliate Rewards program at your dealership.

Dear <<Insert customer's name>>,

Thank you for purchasing your <<Insert vehicle name>> at <<Insert dealership name>>. As an Affiliate Rewards participating dealership, we're excited to help you and your colleagues save big on new vehicles through this program.

I hope you're enjoying your vehicle! Feel free to give me a call at <<Insert your phone number>> with any and all of your automotive questions.

Sincerely,

<<Insert your name>>