

Hello _____:

I want to thank you again for allowing me to help you with your new vehicle purchase and I want to remind you that my service to you has just begun. When you need to come into our service department, if you ever have any questions, or if I can be of any more assistance to you in any way, I am just a quick phone call or text away. My personal cell phone number is XXX-XXX-XXXX.

Also, _____, have I earned the right to ask a small favor of you in return?

I know that in the days and weeks to come you'll be showing your friends, family, and coworkers your new car. If anyone is looking for a new or used vehicle, any make or model, would you please do me a favor and give them one of my cards? I promise to show them the same respect and work just as hard for them as I did for you.

Just in case someone has already mentioned that they are thinking about getting a new vehicle themselves, I have taken the liberty of including a referral form with a self addressed stamped envelope.

To show you my appreciation when you do that for me, **(insert referral program here)**.

Thanks again for being one of my valued clients, and I look forward to serving you again whenever the need arises.

Have a great rest of your week!

Your friend in the automotive business,

Be sure to include a few of your business cards and below is an example of a referral form.

Referral Name and Number List

Name: _____

Cell Number: _____

Name: _____

Cell Number: _____

Name: _____

Cell Number: _____

Name: _____

Cell Number: _____