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Referral thank-you note template

If you're unsure how to structure a thank-you note, you can use a template as inspiration. The template below can help you structure a basic note:

[Date]

[Recipient's name], [Recipient's job title or department]

[Recipient's address, if sending via mail]

[Recipient's organization]

[Greeting] [Recipient name],

[State your reason for writing and thank them for the referral].

[Explain how the referral helped your business]. [Share how you plan to return the favour or reward the referrer, if appropriate].

[Conclude by thanking them again and expressing your hopes for a continued relationship].

Sincerely,

[Your first and last name]

[Your position/job title]

[Your organization]

[Your phone number] | [Your email address]

[Your company website]

Thank-you note examples

Here are two examples of successful thank-you notes that follow the above template:



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Example of thank-you note to another company

This is an example of a thank-you note sent one company might send another:

July 18, 2021

Antonia Rybachuk, Human Resources
Agro-feeds Farms

Dear Ms. Rybachuk,

I want to thank you personally for referring your client to our company, Uptown Technologies. Referrals such as yours are immensely valuable to our business. As a result, we have successfully established a long-term professional relationship with Sunshine Global and recruited top talents to our company. None of this would have been possible without your referral.

If Uptown Technologies can provide your organization with any additional tech support, please do not hesitate to contact us. Thank you again for your referral, and I hope to hear from you regarding further cooperation.

Best regards,

Michael Spencer
Manager
Uptown Technologies, LTD.

+1-514-555-1234 | Spencer@uptowntechnologies.com
uptowntechnologies.com

Example of a thank-you note to an individual customer

This is an example of a thank-you note sent to an individual customer for appreciation of their positive feedback:

April 16, 2021

Dear Mrs. Watkins

I wish to express my thanks for your positive review of our business. A&B Foods places great importance on our customers and their opinions of our products. Your positive feedback has led to an increase in sales and introduced many new customers to our homemade pastries.



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A&B Foods would like to show our appreciation by providing a \$10 discount code on all purchases above \$30 at any of our stores in Ontario or our website. Simply download the attachment to receive the code. Thank you again for your kind gesture.

Warm regards,

Julia Griezmann
A&B Foods, LTD

250-222-0178 | Julia@abfoods.com
abfoods.com

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