

[How to Respond to “Thank You”](#)

By [Cordell Parvin](#) on March 6th, 2013

I am sure your first reaction when someone says: “Thank you,” is to say: “You’re welcome.” How many times have you given that response?

How many times have you responded: “No problem.” A few months ago I wrote: [What Should You Never Say to a Client?](#) and suggested you never say: “No problem” to a client.

I am reading Gut Kawaski’s book: [Enchantment: The Art of Changing Hearts, Minds and Actions](#). If you want to check out what you will learn in the book, take a look at Dallas lawyer [Michael Maslanka’s review](#).

I have written several blog posts including ideas from Psychology professor and persuasion guru [Robert Cialdini](#). See [Lawyers: Use Persuasion Principles to Develop Business](#). In Enchantment, Guy Kawaski tells his favorite Robert Cialdini story. He was sitting next to Cialdini at a lunch and they got into a discussion about what you should say when people thank you for doing a favor. Cialdini suggested:

“I know you’d do the same for me” is much better than “You’re welcome.”

Do you agree? Why do you think Cialdini suggests it is a better response? To get the idea, re-review Cialdin’s persuasion principles and watch this short video clip.

[Robert Cialdini on the importance of reciprocity.](#)



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Cordell M. Parvin built a national construction practice during his 35 years practicing law. At Jenkins & Gilchrist, Mr. Parvin was the Construction Law Practice Group Leader and was also responsible for the firm's attorney development practice. While there he taught client development and created a coaching program for junior partners. In 2005, Mr. Parvin left the firm and started Cordell Parvin LLC. He now works with lawyers and law firms on career development and planning and client development. He is the co-author of ***Say Ciao to Chow Mein: Conquering Career Burnout*** and other books for lawyers. To learn more visit his Web site, www.cordellparvin.com or contact him at cparvin@cordellparvin.com.