

Powerful Testimonials

Five easy steps for gaining powerful customer testimonials

“Prove it.”

Any business can claim they offer great products or services, but can you prove it?

Having third-party endorsements not only provide future customers with valuable social proof, but it demonstrates that your business can live up to its promise. By asking your customers for testimonials, you stay directly engaged and connected to your customer’s experience.

Why is this important?

Because when you meet and exceed your customer’s expectations everyone wins. When you ask for a customer testimonial it demonstrates a level of care and attention that otherwise would go unspoken.

Here what you need to do:

1) Ask for It

The very first thing you must do when looking for a testimonial is ask for it, but as your mother used to say, “It’s not what you ask,” but “How you ask.” How you ask for a testimonial can mean the difference between a weak review and a raving fan review.

Remember to Frame A Positive Question.

- What did you love most about working with our business?
- What have you enjoyed about working with our business?
- How did our services go above and beyond your expectation?

2) Make it Painless and Quick

The second part of getting someone to give you a testimonial is to make it quick. No one has time to sit down and write a novel about their experiences

of working with you unless it's your mom. Remember: "Just a spoonful of honey helps the medicine go down." – and in this situation the honey is the word "quick."

Email Sample:

Subject: Quick Favor

Hi ((Name)),

Would you be able to send me a quick testimonial on how your experience of being interviewed in the LocalsGuide went over for you?

What you enjoyed most in working with us, positive results, etc.

Just a quick note back would be great.

Thanks,
((Name))

3) Make it a Routine

Collecting customer testimonials not only helps you keep your finger on the pulse of your customer experience but it also encourages you to go above and beyond making sure every one of your customers walks away with good results.

4) Show the World

- On The Back of Your Business Card
- On Your Business Brochure
- On Your Website – Testimonials Section
- In Your Newsletter
- Display In Your Office
- In Advertising
- On Your Voice Mail Loop

5. And Remember You're Human

You can't please all the people all of the time and sometimes these comments and feedback are not only insightful but also provide for some great humor.

Unfortunately, we never heard a word about our featured interview in the LocalsGuide. - J. Larkin, Roxy Ann Lanes

Conclusion

Finally, keep it real and keep it fun. This isn't about being perfect, but about getting personal endorsements from your customers. If you do a great job, you will most certainly get great reviews.

BONUS IDEA

Below is a simple testimonial form. Take a trip to your local print shop. Ask them to copy this and then keep them available for your clients. If you have trouble getting people to take action consider using an ethical bribe such as saying that each month you will have monthly drawing for a dinner for two.