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**Lesson #12 Getting Testimonials:**

**Purpose of the Lesson**

To learn how testimonials can be one of your best sales tools, how to go about getting them and how to use them for selling more maintenance agreements and enhancements.

**Lesson Overview**

Testimonials can overcome sales objections better than most salespeople! Written testimonials are good, video testimonials are the best! In this lesson we will share with you how to go about this and how to use these testimonials for proving the points that you are claiming about your company!

Testimonials serve one purpose: To persuade your prospect that what you’re selling will work for them.

Prospects want to know what other people who are just like them think about whatever it is you’re selling. This gives them a better idea of whether or not it will work for them.

**What GREAT Testimonials Cover**

**1. A GREAT testimonial identifies a point of pain your customer was suffering from that you solved 2. A GREAT testimonial details how your service, or idea solved your customer’s points of pain 3. A Great testimonial provides accomplishments or results. How did save it money? Time? Increase Sales? Retention of their customers? Raise the Rent? Remember** T**estimonials Cover 3 Areas:** #1: ID a Specific Problem: IE: Change is hard and takes too much time #2: Share the Solution: IE XYZ Company made it easy to make the change expand here on how … #3: What was the Result? IE: This saved me time so I could do my other parts of my job expand here.. **How to Get Testimonials: Important Things to Know About Getting Client Testimonials**

* **Strike while the iron is hot**. If you just completed a project and your client is happy with your work, ask for their testimonial ASAP because those good vibrations will dissipate quickly.
* **Be ready for the “accidental” testimonial**. Sometimes while working on a project like a large enhancement or a new job start up, your client will say something spontaneously in casual conversation that would be a great testimonial. When this happens, send them an email right away and ask if you may use their kind words as a customer testimonial on your website or other marketing material. If they say “sure”, your work is done.
* **You must be proactive**. You’ve got to ask clients for testimonials. If you don’t, you’ll only receive a fraction of the testimonials you could otherwise obtain.
* **Always get it in writing**. Avoid any legal or privacy issues by making sure you get your client’s written permission to publicly display their testimonial on your website or other marketing material.
* **Create some urgency**. It’s human nature to procrastinate. That’s why the sample letters above says “If you are able to do this in the next day or two, that would be awesome.” Without this sentence, your response rate will decrease.
* **Provide examples**. This biggest problem clients encounter when writing a testimonial for you is writer’s block. Providing them with examples from other clients helps tremendously.
* **Consider writing a sample testimonial**. If you really want a testimonial from a particular client, but you sense they might procrastinate, consider writing a sample testimonial for them. Just tell them, “Here’s an example of what I envision you might say.” If they like it, all they have to do is sign their name to it and you’re done!
* **Offer an incentive**. Certainly, it’s not ethical to bribe your clients for positive testimonials. But it’s perfectly acceptable to offer an incentive for taking action. For example, you could offer them a $10 gift card to Starbucks if they get their testimonial back to you by a certain date.
* **Use their first and last name**. When appropriate, displaying your client’s first and last name greatly increases the perceived authenticity of their testimonial. However, when privacy is a concern, just use their first name and first letter of their last name.
* **Minor editing is ok**. Not every client testimonial will be a Hemingway masterpiece. So, it’s ok to edit typos, grammar, run-on sentences, etc. Just keep the essence of your client’s testimonial intact.
* **Don’t pester your clients**. Once you send out the testimonial request your job is done. Either they will or they won’t write you a testimonial or do a video.
* ***Get a video testimonial, if possible****. Video testimonials are* ***much more powerful*** *than written testimonials. Most people won’t do video testimonials, but some are fine with it. You won’t know unless you ask. A video testimonial can be a simple 15-30 second video selfie or better yet have a pro do this.*

**How do you get your customers to give testimonials?**

**When asking for the testimonial, let them know:**

* **What are you doing and what you want the testimonial for**
* **Why you are asking them**
* **What you want to communicate to others with the testimonial**
* **How it will be used**
* **About how long you want it to be and how long it will take of their time**

After you get the knack of getting these, you can use these on your website or have them available to share with your prospects and your presentations. Keep in mind it will be expected of you to get 5-10 testimonials per year! So now you know why these are so important, what to get from these and how to get them, right?