

DAVID CARLETON'S

## Street Smart Sales and Marketing

CREATIVE SALES AND MARKETING SOLUTIONS FOR YOUR BUSINESS



# "7 Secrets To Getting Powerful Customer Testimonials"

*Using Testimonials To Break Down Fear And Skepticism*



**Special  
Report**

[StreetSmartSalesAndMarketing.com](http://StreetSmartSalesAndMarketing.com)

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Thank you for requesting this report, “**7 Secrets to Getting Powerful Customer Testimonials**” I trust you will find this report highly informative and even exciting. Thousands of businesses like yours have used these exact methods to get powerful and effective customer testimonials.

My name is David Carleton and I am President of Street Smart Sales And Marketing.

***“Without an effective method of gathering customer testimonials, you are wasting one of the easiest and most powerful ways of closing more sales”***

If you ask most dealers about how they collect testimonials, they usually say that they just ask their best customers to send them a letter saying how much they like the product and the dealership. Not much of a “system”.

Don’t get me wrong, I know many of you have collected a lot of testimonials over the years. But just think how much more effective you could be if every employee was following a very specific method of getting more powerful testimonials. Wouldn’t that be nice!

In my years as a marketing consultant to small businesses, and being a sales and marketing practitioner myself, I noticed that collecting testimonials is usually an “after thought” and not really a priority of many sales people.

***This challenge led me to develop a surefire system for attracting powerful testimonials.  
This method really works!***

So please take your time reading through this report and above all, please start implementing these strategies as soon as possible.

Thanks again for requesting this report and if you would like to contact me, feel free to email me at [David@StreetSmartSalesAndMarketing.com](mailto:David@StreetSmartSalesAndMarketing.com) .

*David Carleton*

David Carleton  
Street Smart Sales And Marketing



## **SPECIAL REPORT**

The latest breakthrough strategies for differentiating your dealership from your competition, eliminating them... and establishing your position as the dominating force in your marketplace.

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# **“7 Secrets to Getting Powerful Customer Testimonials”**

## *Using Testimonials to Break Down Fear and Skepticism*

Let's face it; today's buyers are skeptical. Can you blame them?

With all the marketing hype and sales pitches people receive each day, we are all a bit jaded. However, to make the sale we must overcome our prospect's natural skepticism and create a relationship of trust.

One of the most powerful tools in your marketing arsenal is customer testimonials.

### **Testimonials and the Magic Power of Persuasion**

Testimonials are powerful. They create believability, credibility, and a sense of security for your customer. They help to break down the natural barriers and distrust that most buyers feel towards many businesses. Watch any infomercial and you will see that they are loaded with customer testimonials. Why? Because they work!

Testimonials have the magic power of persuasion. Look at the success of the

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George Foreman grill. He has sold millions of dollars worth of this product. Better said, the company that developed the grill has sold millions of dollars worth of grills by using George Foreman's testimonial.

Motivation consultant Cavett Robert explained the testimonial principle best, "Since 95 percent of your prospects are imitators and only five percent initiators, people are persuaded more by the actions of others than by any proof we can offer."

Testimonials will also create more loyalty in your customer as well. Once people have put their reputation on the line by publicly espousing something they will stand behind that decision even if they find out it's a bad one. Your customer will also feel as though they are helping you and your business and will be more willing to stand by you.

## Seven Secrets to Successful Customer Testimonials

**Secret # 1:** Try to get a testimonial from your customer as soon as possible, within the first week if you can or right after you install it. Your customer will be at their "giddiest" and most motivated to write you a great testimonial. Don't wait until the honeymoon period is over.

I know businesses that ask for testimonial right after they install or deliver the product before they leave the home.

**Secret # 2:** Always ask your customers to include your unique selling proposition (USP) in the testimonial. For instance, if your USP includes exceptional customer service, same day installation, and a money-back guarantee then ask your customer to attest to those qualities.

**Secret # 3:** Have your customers be specific in their testimonials. If you brought the product out the same day, tell them to include the time that it arrived. If you delivered some kind of outrageous act of customer service have them write specifically about what you did and how it helped your customer.

**Secret # 4:** Always try to get a picture with them using your product. As a matter of fact, try to take the picture yourself so that you know you'll get a good one. Take several and make sure they are smiling, playing, kissing, relaxing etc. Pictures double the effectiveness of your testimonial. Pictures bring the testimonials to life.

**Secret # 5:** Make sure you get permission from your customers to use their testimonials in your advertising.

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Thank them profusely and let them know that it is testimonials like theirs that help your business grow.

**Secret # 6:** Ask them if you cannot only use your name but the town (suburb) they live in. Addresses, even if it's just a city name, increase the believability of the testimonial. It demonstrates that they are real people who live in the same community as your prospects.

**Secret # 7:** Now here is a controversial tactic but it has worked every time for me. Let's suppose your customer procrastinates to send in their testimonial. Call them up and mention that you know they are very busy but that you value them as a customer and their testimonial is important to you.

Suggest that to save them time and hassle, you will draft a testimonial to them and they can make any editing changes they want. Then send it back. Of course, you send a self-addressed envelope. You get the perfect testimonial and they don't have to do any work. Again, this tactic has worked 100% of the time for me.

Here's a sample letter asking for a testimonial from a customer:

*Dear Frank:*

*Thank your for purchasing your [insert specific product] at [insert your company name]. It was a great experience helping you in your selection process. You were well informed which made our job easy. We wish we had more customers such as you who take the time to make a good decision.*

*We know you had several choices from which to purchase your [insert product name] and we were flattered and grateful that you chose to purchase your it from us. We consider it an honor when someone shops around and comes back to purchase at [insert your company name].*

*From time to time we ask a few of our special customers for their feedback. We often use this feedback as a testimonial in our marketing material.*

*Because we had such a pleasurable time with you Frank, could I ask you to jot down a few words about your experience at [insert company name] and the people that helped you so that we can use it in our marketing material? You would be helping us tremendously in our marketing efforts.*

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*You might want to include specifics such as names, positive incidents, and how you feel today about owning your [insert product]. Again, this will help us as we market our products and services here in the Seattle area.*

*Enclosed you will find a form to use and a pre-paid envelope with which to mail it back to us.*

*Thank you so much for your help and for being a great customer.*

*Cordially yours,*

*David Carleton*

This testimonial request letter butters up your customer and makes him feel as though he is really helping out your business (and he is!).

It makes him feel special and that his comments will count. It also makes it easy for him to fill out and send back. The easier it is to fill out and send back the higher your response rate will be.

Always follow-up a testimonial request letter with a phone call and a letter, especially if it hasn't come back after a couple of weeks.

## Always Thank Your Customer for Their Testimonial

If you thank your customer for their testimonial it will increase the good will you already enjoy and confirm the customer's choice for extending their good name and giving you a testimonial. Take a moment to send a personal letter thanking them for their time and effort. The following are a couple of example letters you might use as a guideline for thanking your customer.

This sample letter is designed to go to people who have given you an unsolicited testimonial after purchasing from you.

*Dear Mr. Jones:*

*I wanted to take a moment to thank you for your kind remarks in the letter I just received from you. Your praise of our store and its people is most gratifying.*

*It is unusual for someone to take the time to express his satisfaction with a product or services. It's people like you who make our special effort worthwhile.*

*I am very pleased that you like your new [insert product name] as much as you do. I hope it gives you many years of enjoyment.*

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*Thank you again for your kind words.  
I'm proud to know I've been of service.  
If you need anything don't hesitate to  
call.*

*Cordially yours,*

*David Carleton*

Thanking your customer always tends to improve your rapport and solidify your relationship. Besides, it's common courtesy.

## **Start a "Testimonial Drive" Today**

Chances are, you have not been diligent in asking for customer testimonials. I would urge you to make a commitment today to start asking for testimonials from 100% of your customers. You can't have enough customer testimonials.

Make a plan today to begin a "Customer Testimonial Drive" and set a goal to obtain 100 customer testimonials within the next three months. Put a thermometer on the wall if you have to, but start today.

Draft your testimonial request letter and send it out this week. Then start following up on your requests by phone next week.

## **Conclusion**

Testimonials are a powerful tool in helping you to break down your prospects skepticism and fear. When customers give you a testimonial it works to solidify your relationship with them because they have "gone public" with their statement of support for your business.

Ask for testimonials from your customers as soon as they purchase. Ensure that their testimonial is very specific. Always get a picture of your customer to use with your testimonial. Don't forget to thank your customer for pledging their public support for your business.

Now go and get some great testimonials!

David Carleton, is President of Street Smart Sales And Marketing and specializes in helping dealers improve their sales and marketing strategies.  
[www.StreetSmartSalesAndMarketing.com](http://www.StreetSmartSalesAndMarketing.com)