

A collection of tips, tricks and traps
for sales professionals leveraging
trust building testimonials

TESTIMONIAL SELLING SECRETS

How to get great
quotes the convert

BY PATRICK HELMERS

"Place your customers on your sales team and
get them to sell for you" - Pat Helmers





©2018 by Patrick Helmers

All rights reserved.

Printed in the United States of America. No part of this book may be used or reproduced in any manner whatsoever without written permission except in the case of brief quotations embodied in critical articles and reviews.

For information address Big Rock Creek Publishers

13725 E. Main Street, Plano IL 60545

Phone 1.630.768.3134



Testimonial Selling Secrets

How to get great quotes that convert

Customer testimonials provide a powerful tool for marketing and sales. They can be featured on your website, brochures, anyplace prospective customers learn about your company. Most prospects don't want to be the first ones to buy from a company. They want to learn what others think in order to make an informed decision. This is where testimonials can help.

Prospective customers are looking to answer three questions:

1. Is the seller credible?
2. Is the seller's company credible?
3. Is the company's products and services credible?

Amazon and Yelp are good examples. People want to hear what others think. They don't want to be the first. Testimonials are a convenient way to better leverage your existing happy customers. Place your customers on your sales team. Get them to sell for you!

This guide will share a process for collecting great quotes that will convert leads into prospects.

NOTE:

This guide assumes that you have remarkable products and services. If you're selling mediocrity, no amount of talking will persuade your customers to lie. This guide assumes you have a great business with loyal and satisfied customers. If not, you should work on that first!

Testimonial Framework

A positive quote from a happy customer may not be enough to persuade a prospective buyer. Great testimonials describe the following three elements:

1. What was the Problem they faced
2. What was the Solution chosen
3. What were the end Results

This Framework speaks to the reader. The reader can relate to the writers buying experience. They are in a similar situation.

Most clients are not great writers. Rarely will they share a quote as concise as this framework. As a marketer you can't rewrite and publish it without asking. You need to seek permission to tweak or modify a quote. This may sound hard but it's not.

Where to Find and Get Testimonials

Sometimes customers will volunteer a testimonial or quote. This is a rare event, yet a welcomed one. You can find them in:

- Emails
- Conversations (customers support calls, business follow-up calls, etc...)
- Social Media
- Review Sites
- Second hand from others

Whenever you receive a quote, immediately thank them for the kind words. If the quote fits the testimonial framework, ask permission to share this quote with other potential customers. Most likely they will say yes. If it doesn't fit the framework, use the following process to reach out and build a testimonial.

Types of Testimonials

The goal of a testimonial is to speak to the wants and desires of prospective customers. The best way to do this is to tune your messaging to their needs. Each product and service requires a separate testimonial. Consider collecting testimonials for the following:

- Each product
- Each service
- Each market niche
- Customer service
- Onboarding process
- Buying experience
- Owning experience
- Your personal skill set
- The company brand

Social Media and Online Mentions

Take a screen grab of great quotes and statements your customers share about you online. Catalog the screenshots with their name, date and time. Most likely you will need to reach out to

them in the future and schedule a conversation.

Where to Place Testimonials

Once someone gives permission to share their testimonial, there are number of places you can post the quote. First ask THEM to share it on LinkedIn, Facebook, Instagram or make a Tweet. This is a great wayto generate buzz. Where you do this will depend on your business. Consider review sites they frequent. Don't hesitate to ask them to post the quote verbatim.

Next place the testimonials any place customers might go to discover you:

- Website
- Brochures
- Social Media
- Sales Pages
- Slide Decks and PowerPoint

How to Solicit a Testimonial

It's great when customers send emails singing your praises. As mentioned earlier this is a rare event. Instead of waiting for customers to write, let's reach out to them.

Start by sending an email or reaching out to them on Social media. Tell them you want to learn more about how they are using your products and services. Ask to schedule a phone call. The best way to get a great testimonial is to get them on the phone. You can also do this in person if convenient.

Testimonial Scripts

Let's make it easier for people to express their appreciation of your business. Why make them work when they're doing you a favor. Use the following scripts depending on the situation. Fill in the blanks to fit the description of your business. When you call enjoy the experience.

Remember these people are your fans!

Existing Customer Phone Call

Hi (NAME)_____

I see that you've been using our (YOUR PRODUCT OR SERVICE) _____

for quite some time. Thank you for your business!

I was wondering if I could ask you a few questions.

- *What was the original problem and challenge you were facing?*
- *Why did you pick our product or service?*
- *Once you became a customer, what were the final results?*

Take detailed notes and build a quote in real-time. Really listen hard and document their EXACT WORDS. After collecting their answer repeat back to them what you heard in this format:

"If understand you correctly,

You said that you had (PROBLEM/CHALLENGE) _____

and you decided to use (SOLUTION) _____

because (REASON FOR PURCHASE) _____

And as soon as you started using us (RESULT) _____

Is that about right?

Can I quote you on that?"

Now you have a great testimonial. Thank them!

Phone Call Following up a Social Media Comment

Hi (NAME) _____

I see that you wrote about (YOUR PRODUCT OR SERVICE) _____

on (SOCIAL MEDIA) _____

Thank you for the kinds words.

- *What was the original problem and challenge you were facing?*
- *Why did you pick our product or service?*
- *Once you became a customer, what were the final results?*

Again, build a quote in real-time After collecting their answer, repeat back to them what you heard:

"If understand you correctly,

You said that you had (PROBLEM/CHALLENGE) _____

and you decided to use (SOLUTION) _____

because (REASON FOR PURCHASE) _____

And as soon as you started using us (RESULT)_____

Is that about right?

Can I quote you on that?"

Now you have another great testimonial. Thank them!

Conclusion

Far too often sellers and marketers fail to leverage existing business to grow new clients. If you use these scripts you can quickly solicit testimonials that will motivate others to buy. Do it today!

The Author

Pat Helmers is an international business consultant and technology startup coach. He is the author of the Selling With Confidence sales system and host of the [award winning](#) Sales Babble podcast.

Pat has been in the tech world his entire professional career. Pat started his career as a software engineer for Bell Laboratories. It was there he became an inventor in GSM wireless technologies, earning two patents. He leveraged his expertise and became a trainer for emerging software Object Oriented methodologies, training 1000s of engineers in the USA and Europe. He was promoted and managed various training groups and a technology adoption organization promoting technology transfer.

He then entered the software startup arena, pursuing a career in business development for software startups, enrolling and selling early adopters on new technologies. Eventually Pat was promoted to the Vice President of Sales for an enterprise SaaS startup, building from scratch an inside and outside sales team that generated 8 figure revenues.

Still having the start-up bug, Pat created the *Sales Babble* brand with the [Sales Babble Podcast](#). Sales Babble was created to stop the babble and myth that only pushy salespeople are successful in sales. He believes **anyone** can become skilled in sales. All it take is an attitude of “helping” clients and adding “value” to their lives and businesses. From the podcast sprung his consulting and coaching practice as well as authoring the [Selling With Confidence](#) sales system.

When he’s not podcasting, Pat is a startup business consultant. He helps businesses find prospects that ache for their products, convert those prospects into clients, then scale up that process for phenomenal growth.

Pat enjoys golf, bicycling, history, and world travel. He is an avid father, husband and loyal friend.