

Special Management Series

# Four ways to Marshal the Power of Testimonials

This is a series of Training for your  
Management TEAM

Presented by J.W. Owens



A Management  
Perspective 303 Series

Management – JWO 310



# Four ways to marshal the power of testimonials



One positive testimonial can be worth more than a dozen slickly printed sales brochures.

**Here's how to get  
maximum value from it:**

# Four ways to marshal the power of testimonials



## Create a “testimonial book.”

Collect the testimonials you receive and put them together in one file or report.

When customers ask for **information about your company and products**, provide them with a copy of your testimonial file so they can see what others have said about you.

**AND a Video Testimonial for your Social Site and More**

# Four ways to marshal the power of testimonials



## Post them online.

**Scatter testimonials across your Web site.**

Don't restrict them to a single area; place them high on every page.

Look for testimonials that speak of specific products and use them on Web pages that feature those products.

# Four ways to marshal the power of testimonials



**Record them on audio.**

**Ask customers to read their testimonials out loud to create an audiotape of customer comments.**

**Add the comments to your voice-response system** for callers to hear while they're on hold, or include them in your presentations.

# Four ways to marshal the power of testimonials



## Form a partnership.

Check your industry for an organization whose products complement yours.

### **Make an agreement:**

You'll provide a testimonial, which the other company can use to market its products to your customers, if the other person will endorse your product and allow you to court their customers.

**You both win.**

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**Good  
Selling !**



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TESTIMONIAL



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