



M: 0430 347 471

E: lisa@thewordnest.com.au

W: www.thewordnest.com.au

How to get the best testimonials

(Plus some questions that will give you critical information about your prospect's needs and objections that you can use to make your service stronger in the future!)

A good testimonial can go a long way in helping undecided prospects make their purchasing decision. But many customers are nervous about writing one off-the-cuff. By supplying them with questions, you'll end up with customer comments that are specific, relevant and believable. What's more, when you ask the right questions like the ones below, your customer testimonials will disarm any concerns your prospects may be feeling.

(Choose your questions carefully, making sure you don't overwhelm people. If the time commitment required to write the answers is onerous, they'll be less inclined to do it!)

1) What made you decide to work with me? Was there an obvious advantage or anything specific that made me stand out in some way?

Ask this question and you'll get insight into your customer's decision-making process. It'll show you if it was your USP or another factor that differentiated you from your competitors.

2) What problem/situation were you dealing with when you decided to look for an x?

The answer to this question helps to establish the testimonial giver's background or context. The reader can see if the testimonial will be relevant to them if they identify with the problem or situation.

3) What was the obstacle in your mind that would have prevented you from working with me/buying this product?

We ask this question because the customer always has a perception of an obstacle. No matter how ready the customer is to buy, there's always a hitch. The hitch could be money, or time, or availability, or relevance — or a whole bunch of issues.

When you ask this question, it brings out those issues. And it does something more. It gives you an insight into issues you may not have considered, because the client is now reaching into their memory to see what could have been the deal-breaker.

4) What did you find as a result of buying this product? What did it help you achieve?

This question is important because it defuses that obstacle. When a client answers this question, they talk about why the purchase was worth it, despite the obvious obstacles. It also lets the customer talk about the 'solution' that you provided. And all customers like solutions!

5) What specific feature or benefit did you like most about this product/service?

Now you're digging deeper. If you ask the customer to focus on the entire product, the answer gets "waffly." That's why you want to focus on a single feature or benefit that the customer liked most. This brings out that one feature in explicit richness and detail. If it will help you, you can ask them to be specific and quantify results if possible e.g. more clients, more sales, more revenue streams, time saved, money saved etc?

6) What would be three other benefits of this product/service?

Having already got one big feature, you can now go a little wide and see what else the customer found useful. You can substitute the number "three" with "two." You could even remove the number completely. But the number does make it easier for your customer to address the question. It lets her focus on a limited number of things and give you the ones that were most useful to her.

7) Would you recommend this product? If so, why?

You may not think this is an important question, but psychologically it's very important. When a customer recommends something, there's more than your product at stake. The customer's integrity is at stake too. Unless the customer feels strongly about the product, they won't be keen to recommend it. And when they do recommend it, they're saying to prospective buyers: "Hey, I recommend it, and here are the reasons!"

8) What is it that I do as an x that you find the most valuable?

This is interesting since what you think is the most valuable part of your service might not actually be the case!



9) What three adjectives best describe my x style or service?

Incorporating user-driven descriptions of your style or service will bring richness and authenticity to the copy you use in your marketing materials.

10)What type of person or situation do you think I might be particularly good with?

This is thought provoking and possibly tricky to answer, but when I've asked this question, responses have ranged from, "People who are overwhelmed and need clarity and direction" to "People who are intimidated by a blank page." The answers may inspire you to focus your marketing efforts in a new area.

11)What's the one thing that you want me to take away from your thoughts on our work together?

This question could elicit some constructive criticism, (remember, all feedback is good feedback), and you may just get a unique response that surprises you.

12)Is there anything you'd like to add?

By this point, the customer has often said all she has to say. But there's never any harm in asking this question. The questions before this one tend to "warm up" the customer, and sometimes you get the most amazing parting statements that you could never have imagined.

Other things to remember:

Ideally you should approach your client to ask these questions shortly after the satisfactory conclusion of your business with them. Or, if you have an ongoing engagement with that client, ask after a major milestone has been achieved. In this way, he'll have something specific to focus on when he answers your questions.

Always ask your customer permission to share their story.

If you recall a customer saying anything during the time that you worked together, try reminding them of what they've said.



Tailor your questions to fit the product, service and client.

Don't limit your testimonials to a specific page or area. Scatter them liberally throughout your site or materials. If they are product specific, include them directly on the product page to better help the undecided customer make their purchase decision.

If you've sent a few questions to a customer and you haven't heard back in a couple of weeks, you can send a gentle reminder and include some testimonials from other clients as triggers for them. If you still don't hear from them it's probably best to let sleeping dogs lie!

And finally...

...Thank your clients for giving you a testimonial – a handwritten note is a nice touch 😊

