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Client Testimonials: The Rainbow Unicorn of the Service Industry

Seven tips to get your client testimonial quest started

By: Cindy Kremer Moen

Why are client testimonials so elusive? You do a good job for a client. That client appreciates your work and you want to shout it to the world! But whether it is company culture, mindset or something else, your client doesn't feel the same way.

So why should you even bother trying to get client testimonials anymore? Recognizable brands make the products and services they endorse look better by instilling confidence and trust. In B2B you are selling to the person responsible for the purchase and also to that person's boss, management committee and the C-suite. Testimonials from trusted companies are as useful to them as they are to you.

From starting small to finding the right opportunities, here are seven ideas to help get you started and keep you going in your search for the rainbow unicorn known as client testimonials:

Start small. Start your testimonial initiative by putting every new client's logo on your website. Let your client know in a short email that includes a link to the page on which it will appear.

Use what people are already saying. If you receive feedback in emails from clients, get positive remarks on client satisfaction surveys or receive comments on LinkedIn, ask to repurpose these testimonials for use on your website and in other marketing materials.

Take advantage of unique opportunities. Use space in your booth at a trade show or take a corner of a room at a client appreciation event to record client videos. Edit the videos with simple but professional intros and endings, and upload them to your website. Transcribe comments to use on your site pages, too.

Show value for a client's willingness to contribute. In B2B, companies that choose reputable, quality vendor partners that provide advanced products and services simply look better to the clients they are trying to attract and retain. Your products and services make your clients operate more efficiently, which is a value they can pass along to their own clients. Tell them this when you are asking for a testimonial.



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Time the ask. There's no better time to swoop in and ask for a testimonial, case study or article than when your company has done something exceptional for a client.

Do the work for them. Your clients are busy. Take the time to write up a few sentences on what you think they might say, then email it to them as a first draft. This helps you craft the direction of the message and gives them inspiration.

Be persistent. Nobody likes rejection, and it is easy to get discouraged when you are repeatedly turned down by a client for a testimonial. But try not to get discouraged and keep asking – every client, every time. Eventually, you will get a yes, and it will feel like you have found that elusive rainbow unicorn.

About the author

Cindy Kremer Moen has been a senior account manager with Edge Marketing since 2007. When she is not delivering exceptional marketing programs to clients, she and her husband are raising two hilarious, sometimes moody and slightly awkward high school boys.



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