BE THE BOSS

Create fans, get testimonials

A testimonial is a powerful way of demonstrating your professionalism and expertise to a potential client. Getting an existing client to talk about how you have been able to help them and what difference you've been able to make in their lives can help turn those who are just leads into paying customers who know what you can do for them.

Below is a list of questions that you can ask your clients to help you get the perfect testimonial.

What problem(s) were you trying to solve with our product or service?	
What made our product or service stand out from other options?	
What was the obstacle that almost prevented you from buying our product or service?	
What made you happiest about working with our company?	

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What have you been able to achieve since using our product or service?	
What has exceeded your expectations since working with us?	
What's the main reason you recommend our product or service?	
What would you tell someone who's considering our business?	
Is there anything else that you would like to comment on or say about the product or business?	