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**Testimonials Convert Prospects Into Buyers**

**By Bob Leduc**

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Big businesses get instant credibility with their well-known company name or brand name. But small companies have to create their own credibility. One of most powerful tools you can use for this is customer testimonials.

Here are 5 tips to help you get persuasive testimonials ...and use them to convert prospects into buyers.

**1. Continuously Collect Testimonials**

Start by setting up a file to store the positive comments you get from customers. Many good testimonials are hidden in the casual comments customers make during normal communications.

Don't overlook the positive comments you get by phone or in person. Write them down and add them to your file.

Next, look for some ways you can stimulate customers to give you testimonials. For example, send a postcard or email message to recent customers asking what they liked best about your product or service. You'll be surprised at some of the glowing comments you get.

You don't need a lot of testimonials before you can start using them. Three is normally enough unless your sales message is unusually long.

**2. Try to Get Varied Testimonials**

All of your prospects and customers are not exactly the same. Different aspects of your products and services are likely to appeal to different prospects.

## Testimonials Convert Prospects Into Buyers

Try to get testimonials that mention a variety of results achieved by your customers. The more benefits you can reveal with customer testimonials, the more business they will generate for you.

### 3. Some Testimonials Are Better Than Others

Avoid using testimonials that are not specific. For example, "I really liked your service a lot", is nice for you to know. But it won't stimulate many prospects to buy.

Instead, look for testimonials that describe specific results. For example, "In just 2 weeks I lost 9 pounds, feel years younger and still continue to enjoy my favorite foods." That testimonial will motivate anybody who wants to lose weight to get your program fast.

### 4. Get Permission to Use Testimonials

Always get your customer's permission before using their testimonial. And tell them how they will be identified with the testimonial. For example, I usually include at least my customer's name, city and state (or country).

If you sell to businesses instead of to individuals you may want to include some other things about each customer with their testimonial. For example, your customer's title, the company name, the type of industry or anything else that would appeal to other customers like them.

### 5. Highlight Testimonials When You Use Them

You can group all testimonials together in your sales letter or web page ...especially if the message is short. Or you can scatter them strategically throughout your message ...especially if the message is long. But always highlight testimonials so they stand out from the rest of your message.

For example, display them in italic letters enclosed in quote marks. On web pages you can further highlight them in yellow or some other color that contrasts with the background color of the page.

The 5 tips in this article revealed how you can get persuasive testimonials – and use them with maximum impact. Start applying these tips now in your business and you will quickly start converting more prospects into buyers.

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Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched \*BizTips from Bob\**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at:

or call: 702-658-1707 After

10 AM Pacific Time/Las Vegas, NV

## **GET MORE SALES BY REDUCING SKEPTICISM AND INCREASING DESIRE**

**By Bob Leduc**

### **GET MORE SALES BY REDUCING SKEPTICISM AND INCREASING DESIRE by Bob Leduc**

Prospects buy from you because they want to enjoy the benefits produced by your product or service. Their desire for those benefits makes them want to believe everything you tell them. But skepticism makes them reluctant to buy. When their skepticism is greater than their desire — you lose the sale.

You can get more sales from prospects by reducing their feeling of skepticism — AND by increasing their desire for your benefits. Here's how...

#### **HOW TO REDUCE YOUR PROSPECT'S SKEPTICISM**

Your prospects bought things in the past that didn't produce the promised results. It's natural for them to be skeptical of your offers and promises. Here are 2 techniques you can use to overcome their skepticism.

##### **1. Eliminate Risk**

The main cause of your prospect's skepticism is their fear of loss. They don't want to risk losing money if your product or service doesn't produce the results they expect. You can eliminate that fear by guaranteeing their satisfaction. Offer to refund the buyer's money if they don't get the results you promise.

A money back guarantee is a powerful sales tool. But it may not be practical for you if you sell a service. You can't recover all the time and labor you already invested in a job. Instead of a money back guarantee, provide a guarantee to continue performing services until your customer is satisfied with the results. This eliminates your customer's fear of loss without creating a big risk for you.

##### **2. Provide Proof — Include Testimonials**

Another powerful tool you can use to overcome your prospect's skepticism is testimonials from satisfied customers. They provide evidence that you lived up to your

## Testimonials Convert Prospects Into Buyers

promises in the past. Testimonials promote your prospect's

confidence in you and in the claims you make about your product or service.

Develop the habit of asking your customers and clients for testimonials. Then use them in all your marketing efforts.

**TIP:** Get permission from your customer to include their real name and address with their testimonial. Testimonials from real people are more believable than anonymous testimonials.

**INTERNET MARKETERS:** Testimonials are highly effective for building your credibility online. Don't limit their use to web pages promoting the product or service mentioned in the testimonial. Include a few on your home page too.

### HOW TO INCREASE YOUR PROSPECT'S DESIRE

Convert the benefits provided by your product or service into vivid word pictures. Put your prospect in the picture by dramatizing what it feels like to be enjoying those benefits.

Be specific. If you sell financial products, describe what it feels like to enjoy an affluent lifestyle without debt. If you sell boats, describe what it feels like cutting through the waves with your friends onboard. If you offer an MLM or other home-based business opportunity, describe what it feels like to work at home without a boss.

**IMPORTANT:** Be sure your word pictures are dramatizing benefits and not describing features. Customers are not interested in the new high tech insulation used in your picnic cooler (a feature). They're only interested in being able to enjoy ice cold beverages all day long when they're outside on a hot day (the benefit).

Use the techniques in this article to help your prospects reduce their feeling of skepticism and increase their desire for your benefits. Once their desire is greater than their skepticism — you'll gain a new customer.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. He is now a Sales Consultant. For more information... <mailto:BobLeduc@aol.com> Phone: (702) 658-1707

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