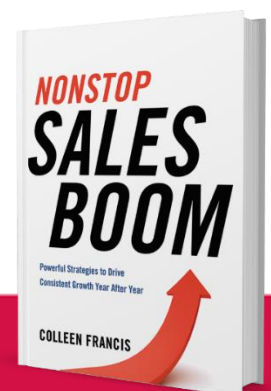


## Where to use Testimonials in Your Business

Unsure how to use rave reviews in your business? Here are 53 ideas every business can implement to help your customers sell for you!

1. In the biographies of all your team members. "Clients say the following about Colleen....."
2. In the biographies of your management team
3. In the biographies of your board of directors
4. On the "about us" write up on your website
5. In a customer forum, or discussions group
6. in a "client only" section of the website or a membership only site
7. In your client profile page. Start and or end with a testimonial
8. In your signature line on emails. Use plain text and add it under your signature – like a P.S.
9. On each internal page of your website down the left hand or right hand margin
10. In sales presentations on PPT slides when talking about each solution you offer a client
11. On the footers of any autoresponder emails
12. In all e-marketing blasts sent by marketing
13. In hard copy marketing materials
14. Create a "what customers are saying about us" booklet for download or deliver as hard copy
15. In user guides and help manuals
16. On invoices that are printed or emailed to clients
17. On your face book page
18. On your linked in page
19. In your Outlook V-file (contact information)
20. On rotating welcome slides before a webinar
21. At the beginning or end of a recorded presentation
22. On invitations to telelclasses or webinars
23. On the demo download page
24. On web thank you pages



25. In thank you emails when a client has downloaded a demo, requested information or started a free trial
26. In on line videos or on demand web based training for your product
27. On web order receipts
28. On up sell and cross sell pages
29. On contact us pages
30. On the product packaging
31. Printed on the back of your business card
32. In QA section on the website
33. For product support – use real life customer solutions
34. In client survey's polls
35. When asking for referrals
36. In presentation descriptions on applications to speak at trade shows
37. In on-line banner ads
38. In advertisements in trade publications
39. In the "by-line" for white papers, articles and case studies you write for publications
40. In your internal company newsletters – as "good news stories"
41. On internal intranet sales sites
42. In your CRM for internal reminders and motivation
43. On your leader boards
44. In waiting rooms and meeting rooms in your corporate offices
45. On proposal templates for all sales proposals
46. On your telephone "on hold" system
47. Radio ads
48. TV ads
49. Newspaper and magazine ads
50. On your voice mail system
51. As the basis for cold calling scripts
52. To answer sales objections
53. On your Cell phone voice mail message.