



Leading Matters®
Loyalty through Partnership



"Making sure your customers stay with you and never want to leave."

Why we all need social proof

No matter what you say about your business, how good you, your products or services actually are, the opinions of your clients will always count for more.

When happy clients share your sales and marketing message with others, this is social proof that you deliver on your claims. Word-of-mouth is one kind of social proof.

Genuine, credible, believable testimonials are word-of-mouth-on steroids - ready to be spread far and wide!

Social proof about a business's products and/or services helps people make choices. People want to know that you deliver on your claims and they check out your website and review forums to find it. People want to make the best choice and when they see that real people like themselves are happy, it heightens their confidence in your products or services.

Real testimonials reduce peoples' sense of risk and increase the perceived value in your offering.

Every marketing tool kit needs social proof to add value to the purchase decision process. You can help prospective clients choose your business over your competitor's by making sure the testimonials you use in your marketing are brilliant!

Brilliant testimonials are:

1. Credible – fully attributed with the full name, designation, company name, location
2. Genuine/authentic & believable
3. Relevant to what you are marketing and to your target market
4. Specific and quantifiable
5. Filled with benefits
6. Contain the proof that you deliver on your claims
7. Given freely with no promise of reward
8. Authorised for you to use
9. Current
10. Photo of the testimonial giver and their logo - optional and awesome to have.

"Most recently, we engaged Leading Matters to collaboratively develop testimonials and case studies with some of our key clients.

We receive written permission from our clients to use their fully attributed testimonials and case studies to support our own marketing, sales and tender initiatives.

There is no doubt that having genuine and credible social proof to back up what we say helps us win tenders, new clients and gives us a competitive advantage."

*Peter Linton, GM;
Peter Owens; Technical Director;
Anthony Marion; Business Development; SysTalk, Melbourne, VIC 3000*

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