

# Brilliant Testimonials - BTs<sup>®</sup>

## How to leverage BTs<sup>®</sup> to grow your business



## Ways to use BTs<sup>®</sup>

There are so many ways to use the BTs<sup>®</sup> we get for you in collaboration with your clients! Websites, Tender Documents, Print media, Customer Service Training, Team Building are just some of the most common and more creative ideas follow. There's even ways to use BTs<sup>®</sup> to help you out when you encounter a barrier in a sticky sales situation!

### Websites

BTs<sup>®</sup> on your website are one of the most powerful, easy-to-use and inexpensive marketing tools! They help keep websites fresh, especially when you update them often.

- ⊕ Remember to choose the best BTs<sup>®</sup> for your website and use them wherever claims are made
- ⊕ Put one or more BTs<sup>®</sup> excerpts on your homepage - even above your headline
- ⊕ Match the BTs<sup>®</sup> on your website to highlight specific features of what your promotion or offering
- ⊕ Rotate BTs<sup>®</sup> every so often or consider having a few on immediate display and a "click here to read more"
- ⊕ Use your sidebars to display your best BTs<sup>®</sup> – consider using excerpts for this purpose. Rotation is a good idea and a "click here to read more" after each one. (Remember, you need to show they are excerpts so click here to see ["Guidelines For Using Excerpts"](#))
- ⊕ Include a BT or an excerpt on every page if you don't use a side bar. No matter where your visitors click, they'll find something positive to read about your business
- ⊕ Strategically place BTs<sup>®</sup> at key customer decision-making moments on your website. Using relevant testimonials to substantiate you claims is particularly important during your customers' decision making process
- ⊕ Dedicate a "whole page" to your BTs<sup>®</sup> as well as including excerpts of great comments throughout your site. Make sure you put a link to your testimonial page next to each of those excerpts
- ⊕ Name your BTs<sup>®</sup> page. Try; "Testimonials: They're Talking About Us!"
- ⊕ On your blog – share success stories and BTs<sup>®</sup> - excerpts are good with directions where to read more
- ⊕ Consider other social media platforms such as Facebook and Twitter - again, use excerpts with directions where to "find more".





## Tender Documents

Using relevant BTs<sup>®</sup> or excerpts when you are Tendering provides immediate social proof to elevate your position in the selection process. Make sure that you use **excerpts** correctly and include the full attribution and the full BTs<sup>®</sup> in the Appendices section

## Print Media

Every time you use print media there is an opportunity to include BTs<sup>®</sup>. Keep your print fresh by regularly updating your BTs<sup>®</sup> by changing them or placing them in different positions and using different colours and excerpts.

Make sure when you use BTs<sup>®</sup> that you have a process and procedure in place to include tracking which ones have been used and for what purpose.

**Hint:** Using different colours to print BTs<sup>®</sup> can help with tracking.

- ✦ Advertising in Newspapers, online or hard copy. Find BTs<sup>®</sup> with relevant excerpts and use them to support your advertisements
- ✦ Make the best BTs<sup>®</sup> into headlines in your advertisements
- ✦ Work your BTs<sup>®</sup> into your written proposals or even your verbal pitch
- ✦ Use BTs<sup>®</sup> when you need some credibility in your copy to back up any claims. For example, after bullet points, or at the end of the ad or even after a "P.S."
- ✦ Back up every claim you make in writing with a BT or excerpt. Near the claim is the best location
- ✦ Use BTs<sup>®</sup> in your Newsletters – online or hardcopy. Make sure they are relevant by selecting the BTs<sup>®</sup> that support the message you are sending
- ✦ Use BTs<sup>®</sup> in all your advertising material. Use BTs<sup>®</sup> that best reflect the idea you are marketing and best identifies with the target market. Use excerpts as necessary.
- ✦ Use BTs<sup>®</sup> on your all your office stationery: Letterhead, quotes, brochures, flyers, invoices, statements, purchase orders, order confirmations and packing slips. Have them printed on your envelopes! 😊
- ✦ Insert a one-page flyer with BTs<sup>®</sup> in all your brochures. Make sure you include a website address at the bottom with a note that says "Visit our website to find out what our customers are saying about us."
- ✦ Use BTs<sup>®</sup> to highlight special comments. Excerpts of BTs<sup>®</sup> are particularly useful when used appropriately
- ✦ Include BTs<sup>®</sup> in Tenders – strategically and appropriately
- ✦ Include BTs<sup>®</sup> in Proposals – when strategically and appropriately positioned, it supports your offering. When similar businesses to those of your prospective customers rave about their experience, a prospective customer gets a powerful message





- ✦ Print and display BTs<sup>®</sup> on your office walls in frames – great morale booster for the team and right in front of any prospective customers who walk through the door!
- ✦ Display BTs<sup>®</sup> in a folder with the word “Testimonials” on the cover as big as possible. Display prominently at reception, on a stand perhaps. Have other copies in your waiting area.
- ✦ A BT excerpt could go on your business card!

### **BTs<sup>®</sup> for Customer Service Training & Team Building**

- ✦ Read BTs<sup>®</sup> out at team meetings. When your team hears what “their” customers are saying about “their company” you boost morale in your team and your business benefits as a result
- ✦ Ask members of your team for ideas on how to use your BTs<sup>®</sup>. They will love the brainstorming opportunity! Great use of the white board in your tea room!
- ✦ Use BTs<sup>®</sup> to raise whole team awareness of what’s important to your customers. Part of every team member’s job is customer service!
- ✦ Use BTs<sup>®</sup> for customer service training. Knowing what your customers’ value about your product and services is invaluable for ensuring continued customer satisfaction and loyalty. This is fundamental to “making sure your customers want to stay with you and never want to leave!” It also provides a benchmark to develop customer service guidelines to help ensure new customers receive the same level of service that has been identified by other customers as important.

### **Creative Ideas for Using BTs<sup>®</sup>**

- ✦ Use BTs<sup>®</sup> and put them on your car and business vehicles! You can have magnetic car signs made so get a few and put them out there!
- ✦ Make coasters and put a different BT on each one. Put them around the office! Share them with your staff. Have some made as Christmas gifts for your customers! Try them with different fonts and different colours! You’ll be surprised how great they can look!
- ✦ Do the same with fridge magnets!
- ✦ Magnetic memo boards are a great place to show off BTs<sup>®</sup>.
- ✦ Printed BTs<sup>®</sup> on your carry bags!
- ✦ Put BTs<sup>®</sup> in your shop front window. Consider having a BT professionally painted on your window.
- ✦ Make room on your wall with a white board for delighted customers to leave their own BTs<sup>®</sup>!





## In a sticky sales situation

Get to know your BTs<sup>®</sup> well and take them with you to sales meetings!

Recalling a brilliant testimonial when you encounter a barrier while talking to prospective customers about an issue or concern provides them with social proof.

**Hint:** When you do use BTs<sup>®</sup> in different ways consider taking the opportunity to once again thank your client and tell them where and how you're using it!

Remember, you must have written authorisation/permission from your client to use their testimonial in your marketing. Without that authorisation it is not a BT and we strongly advise you against using an unauthorised testimonial in any public arena.

## Reference

**Leigh Stafford (2014) Brilliant Testimonials - BTs<sup>®</sup>** *Why you need them plus ways to get & leverage BTs<sup>®</sup> to grow your business*

