



**Leading Matters®**  
*Loyalty through Partnership*



*"Where are your client partnerships headed?"*

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

## The big deal about Social Proof!

**On a daily basis we're confronted by the "pick me" brigade. The "pick me" brigade is anyone who wants to sell something, has competitors and does marketing.**

People "do business" with those they know, like and trust. They keep doing business with them the more they get to know, like and trust them.

How do you prove you're the best choice to someone who doesn't even know you yet?

One way is to gain and leverage social proof. Genuine, credible and believable testimonials from real and identifiable people who vouch for you, your services and products make great social proof. These kinds of testimonials are proof that you deliver on your claims. They move you from "We're great and you'd better believe it" to "We're great and here are real people who say so!"

Websites and LinkedIn are good places to share social proof. Most people check out websites and LinkedIn as a way to get to know people and what they do. They want to know what other say about them.

We're so passionate about testimonials and their role in social proof, we've written two e-Books about them!

[🔗 Check our social proof here!!](#)

"We included testimonials developed collaboratively between Leading Matters and our clients in a recent proposal for new business.

It's fair to say that these BTs® were instrumental in us winning the \$.75M project. BTs® enable our clients to provide us with proof that we are able to deliver what we say we can."

*Peter Linton, General Manager, LogicalTech Systalk, Melbourne VIC*

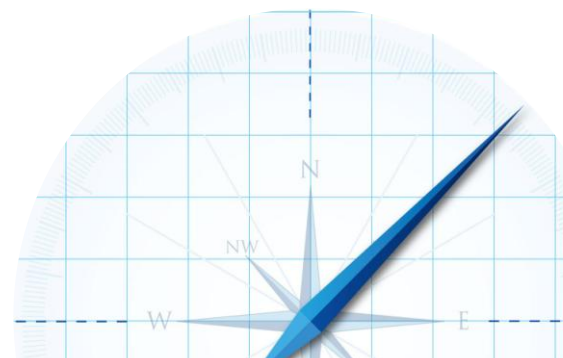
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*"Loyalty is earned. It is never given."*

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