



Leading Matters®

Loyalty through Partnership

Tips to make the most of your Brilliant Testimonials - BTs®

Firstly, to understand what we mean by BTs®, here's our definition:

The Leading Matters definition* of Brilliant Testimonials – BTs®
(abridged version)

A testimonial is considered “Brilliant” when it includes these **essential ingredients**:

1. Credible – i.e. fully attributed
2. Believable – authentic
3. Relevant to *whatever* you're marketing
4. Relevant to *whom* you're marketing
5. Specific and quantifiable
6. Substantiates your claims
7. Filled with benefits
8. Authentic
9. Given freely, with no promise of reward
10. Written permission is obtained to use it in your marketing
11. It's current.

Desirable, but not essential ingredients:

- Compares your products or services to those of your competitors
- Includes a photo of the author.

Once you have BTs® there are so many ways to use them. It's important that you do because they have effectively pledged their loyalty to you and it's respectful to use it to show just how much you value them and their word of mouth - in writing.

- *Share them with your team* – they are terrific motivators and reminders of what your clients' value about you.
- ***On the back of your business card*** - don't waste this valuable space — use it!
- *Develop presentation folders* to display your BTs® - put them in your reception areas; give them to your sales teams! Remember, they are “word of mouth” – in writing!
- *Put them on your website.* Check out the testimonials on our website for some ideas.



- *Use relevant excerpts in your written marketing material such as newsletters, press releases, emails, brochures etc.*
- *Use them to back up your claims during sales presentations.* It's one thing for you to say how good you are: it brings a whole new dimension to both your clients and prospective clients when they see that your clients agree with your claims.
- *Use them in your written proposals.* Make sure the excerpt you select is relevant to the aspect of the proposal you want to highlight.
- *Use them to overcome any objections.* They are a gift to your marketing arsenal and toolkit.
- *Vow to live up to the expectations of the people who give them.* They are a solid basis from which you can use for benchmarking and build relationships.
- *Discuss the messages given in your BTs® in your staff training.* They are *real examples* of how your clients want things to be. Understanding why they've said the things they've said provides you with a valid place to understand what customer satisfaction, retention and loyalty means in your industry.
- *Consider using relevant excerpts in professional social media sites such as Linked In.* We acknowledge the growing trend in social media and used responsibly, short relevant excerpts that remain in context may be useful to you.

These are just a few tips we hope will help. There are many creative ways to use your BTs® too.

Lots more ideas can be found in our **e-guide** which we are happy to share upon request.

“How to Get & Leverage Brilliant Testimonials to Grow Your Business.”

**Please note: This definition is abridged. For a complete definition, please refer to our e-guide.*