



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



*"Where are your client partnerships headed?"*

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

## Using Client Testimonials to Handle Sales Objections!

**There can be various reasons why prospects might have "objections" and finding out what these are is important. Asking relevant open focused questions can help. Providing social relevant proof can help too.**

People like to know they're making good purchasing decisions. Using relevant social proof (credible, genuine fully attributed testimonials from satisfied customers) to support both your claims and address objections can be powerful too.

For example, rather than feeling pressure to drop your price to match a competitors, use a client testimonial to show how their return on investment with you saved them \$X, or, increased their revenue by \$Y.

Use your relevant testimonials to prove that you do fulfil your promises and here are real people who say so!

When these testimonials substantiate your claims and address the objections raised, the prospect's confidence in you and your ability to deliver is likely to be increased!

[🔗 Check our social proof here!!](#)

"As an outcome of the Leading Matters customer survey process we received 12 pages of brilliant testimonials which we use in our marketing.

Our sales have increased substantially on the previous year and the quality of these testimonials can only have helped..."

**Andrew Matlock, Vice President Sales, NewSat Limited, Southbank, VIC 3006**

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

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