

Six Big Myths About Testimonials

Transcript of interview with Colleen Francis by Boyd Butler,
GreatLegalMarketing.co.uk

BB; *“Hi Colleen, great to talk to you over in the US. Can you just explain a little about what you do that might help our legal friends over here in the UK?”*

CF; *“Delighted to be speaking to you Boyd. I know it’s late over in the UK so I’ll be brief. I’m the Founder and President of [Engage Selling Solutions](#) – we’re the creators of Testimonial Director. It’s a system that enables companies to get video testimonials from their clients really easily, and then get these video testimonials in the right places...namely on the right pages of their websites.”*

BB; *“I am a great believer in video and testimonials and combining the two is, I think, a dynamite way of getting engagement and conversions. Why do you think that so many companies have been reluctant to take this route?”*

CF; *“I think that in the US more and more companies are realising the need to have and use testimonials but you are right in saying that it’s still pretty early days. Until now it’s been quite difficult technically to get people to do video testimonials. People used to have to have a camera and get clients to come into the office and even then they didn’t really know what questions to ask. It all seemed like too much hassle. Even with the Iphone and smart phone cameras, it requires you to get someone to do something...for example take a video and then upload it to YouTube or email a video file to you...and for most people that’s too much effort.”*

BB; *“So your company has tried to make that easy right?”*

CF; *“Yes, that’s pretty much it. We have come up with a way for video testimonials to be made easily. Clients can use their own webcam whilst they are on the website or a special testimonial capture page...they hit a button, record, review and if they think it’s ok they press a button to send it. To get them to do it you simply email a request out with a link to a page for example and then they hit the link, go to the page and record. “*

BB; *“So there’s no messing about with YouTube or emailing big video files?”*

CF; *“Nothing like that. We find that if you put a link at the bottom of every email you send asking for a testimonial then people will record them. We have receptionists that can record video testimonials with clients in reception. For a typical firm, 2-3 video testimonials a week are average and then this builds up to 100 in a year. That’s a hugely powerful selling tool and one that can be gathered virtually hands free.”*

BB; *“I’m not going to go into all the technical details but will this work in the UK?”*

CF; *“Sure. We already have clients using it. As you know your publishing client set it up and got 16 clients to record straight off the bat. That’s awesome...but it’s not unusual when you use [Testimonial Director](#).”*

BB; *“You have written the 6 Myths about Testimonials...do you want to go into that now...because you pretty much destroy the reasons or excuses people come up with not to do this...”*

CF; “Sure. Let’s take a look at them. Forgive me if I get too excited, this stuff is what I preach about every day! The first one is people say to me; **"They can't be all that effective or everyone would be using them"**

This is one of the biggest mistakes anyone in sales can make, to assume that success is about doing what everyone else is doing. Never mind what the majority of people are doing; pay careful attention to what the top 20% of sales performers are up to. Regular collection and distribution of testimonials is right up there among the list of activities that top salespeople have in common. They rely on testimonials because they really do work, and they work because they are persistent in how they solicit them, publish them and leverage them in their selling strategy.

Secondly people say, **"I shouldn't have to ask my customers for testimonials"**

This is another common mistake that takes root from an incorrect assumption, namely that salespeople should wait for their satisfied customers to make the first move and offer up glowing testimonials. That's not to say that this never happens in business—hey it sure is a great shot in the arm when someone offers one that's unsolicited—but the reality is that testimonials simply aren't going to come knocking on your door. You have to go looking for them. You have to ask. And you have to be persistent about it. If you're ambitious and keen to become part of the top-20% of sales performers in your organization, you need to make this an integral part of your job. No excuses.

Thirdly there’s this myth that **"Asking for testimonials will make me look like I'm fishing for compliments"**

Let's consider this one a half-myth. I say this because it's true that when you ask for a testimonial you're essentially asking customers to say something positive about you and about your business. The myth is that there's something wrong with doing this. Come on, let's face facts. When it comes to your business and your personal success as a salesperson, it's not the time to be modest! You work hard to provide your customers with your very best, both in terms of sales professionalism and in after-sales service. Your best customers call on you again and again...and they do so for a reason. So why wouldn't you want to ask them for some insight to learn more about what it is specifically that you do that keeps them coming back?

The fourth myth is people think **"They won't make good on their promise because they don't really want to write that testimonial"**

This is classic negative thinking. It starts from the false premise that when someone doesn't follow through on a promise it's because they don't really want to do what you've asked them to do. As a result your self-esteem takes a hit needlessly. In fact, there's really only one reason why people don't give you that testimonial even though earlier they said they would...and that's because they don't have time. Time management is a struggle even for the best of us out there and many, to be frank, find themselves at a loss for what to write even though verbally they sing your praises regularly. It's vital that you not lose sight of this when it happens—and it will. Your customers really do like you: it's just that not everyone knows how to express it. This is where, [TestimonialDirector](#), can really help make a difference in your

business, helping to dramatically increase your sales while freeing your time with automatic collection, management and publication of targeted testimonials.

The fifth myth is a major stumbling block for most businesses. It's the "**Testimonials are just too much work**" excuse.

There's no denying that a little bit of effort goes into regularly asking for testimonials and publishing them so that others can read all the great praise about your work. However, are they worth the effort? You bet they are. Obtaining a testimonial can be as easy as picking up the phone and calling one of your favourite clients and simply asking them for one.

Do that often enough and be persistent about it and before long, you will have amassed a considerable arsenal of word-of-mouth recommendations that you can use in your marketing sales letters, brochures, corporate website, newsletters...the list of possibilities is endless. The payoff for your efforts can be lucrative and ongoing. If you can convert one potential lead into a sale on the strength of what others have to say about your product or services, you can sure that there are exponentially more potential customers out there who will be just as receptive to the power of word-of-mouth.

And finally number six which is a total MYTH..."**People are wary of taking the word of a stranger**"

Nothing could be further from the truth! Human beings are social creatures and we're hardwired to pay careful attention to what others do and say. Consider the results of a 2007 Nielsen study, which found that roughly four of every five consumers perceive recommendations by fellow consumers as the most credible form of advertising. It's even more so now. Testimonials give your readers both an emotion-based and fact-based green light, motivating them to buy from you. Therefore, the more often you seek out great recommendations about your work, the more often you will have the opportunity to sell more to more people in less time.

BB; *"I think you have summarised the main points there. I didn't want to interrupt because you were flying! I like to think back to that old marketing guru Dan Kennedy who I know has had a great influence on you too...who said, "You don't want just proof. You want a PREPONDERANCE OF PROOF!" There's no doubt that testimonials are probably the number one selling tool in anyone's marketing armoury."*

CF; *"I say to any company that they should make testimonial procurement a major strategy. Make this a priority for the year. Not only can it translate into skyrocketing sales, you'll get a great feeling inside knowing how much all your customers really do enjoy working with you."*

BB; *"Colleen, it's getting near midnight over here in the UK so I am going to wrap this up. It's been great talking to you. If a UK firm wants to try [Testimonial Director](#) what should they do?"*

CF; I'd be happy for them to have a trial for a month to see what they think. Just give them the [special link to my website](#) and get them to mention your name in any email they send.

BB; *"Thanks Colleen. Have a great evening and let's see if we can help some of these UK firms!"*

CF; "Thanks Boyd. We'd love to help and good luck with your marketing ventures over in the UK."

Here is the special link Colleen mentioned; [Testimonial Director](#)

PS One of the things about [Testimonial Director](#) I really like is how you can frame the questions you ask of the client so they give you the video you want. For example, if you want a general video that will work for you anywhere you can have three questions on the page, below the video request that are to the point and get across what you want to get across.

Asking something along the lines of;

What do you look for in a legal firm?

How did we help solve your problem?

What would you say to anyone thinking of using us?

Give it a go. Action is genius.