



10 Tips For Getting and Using Customer Success Stories

There are few better ways to sell your product than by showing that it does what you say it does, and that people are better off for using it. The word of a satisfied customer is powerful proof. Question is, how do you go about getting it?

1. Get the results first.

Results come before testimonials, so make sure you are actually helping people with your product or service. Give them a real reason to say heartfelt, good things about you and the stuff you're selling.

2. Make sure you have permission.

So you've achieved results, and happy customers have expressed their satisfaction. Before you go posting their feedback on your site and social media, ask if you can use it. DO NOT simply cut and paste some positive comment and attribute it to the awesomeness of your product. Get proper permission. Among other considerations, some clients actually might not want people to know they're getting your help.

3. Just ask.

The surprising number one reason people don't get the testimonials they want is they just don't ask. They feel uncomfortable, afraid of coming off needy or forward. The key there is having a system by which you can actively ask, in a nice, win-win way, for a testimonial. More on this in a bit.

4. Highlight the experience.

Asking people point blank to provide a glowing commendation of your product may come off as cheeky. Getting feedback on their experience will be better-received. A simple follow-up contact to ask, Is everything cool? Are you happy? will work. Let them tell you what's good and what's bad. Use the negative as an opportunity to improve, and if they do say something outstandingly good, remember to ask if you can use it.

5. Should you give incentives?

Some people have had success giving gifts or coupons for feedback. Testimonials obtained in that way may feel somewhat like paid-for praise, and lack a certain integrity. If you would like to encourage feedback with some small offering,



it's important to clarify it needn't be positive, so as not to garner insincere comments. Again, use critique as something useful, a chance for growth.

6. The Net Promoter Score

One good system for getting feedback is the Net Promoter Score process. As mentioned before, put your effort throughout the customer relationship into getting a result for your customer. This is especially important in the onboarding period. Be available, be supportive. Then as part of the NPS you can send an email, asking, "Hey, on a scale from one to 10, how would you rate your experience with our system?" The idea is, anything 8 to 9 is good. Below that, something needs work. Built into the NPS system are follow up questions along the line of, Hey, by the way, what would you say your experience was? And they can describe it a little bit. And then, is it okay to share it or to use it as a testimonial? Yes or no?

7. Video testimonials rock.

A written testimonial is fast and easy. Videos, however, if you can get them, add immediacy and engagement. You might encourage this by sending a video yourself, following up on the customer journey. If they respond positively, you can then ask if they could share their experience with others. Offer text as an option, or, "Hey, you can do a quick video, a two-minute video."

Make it easy for them. Some customers, of course, are uncomfortable on camera or unsure how to go about it. Provide a simple how-to and a template they can follow. Encourage them to just use their iPhone and follow the outline you've provided.

Another great thing about video testimonials is they give you leeway in terms of media. You can use the video, or just the audio, or a transcription and a picture, depending on where you use the feedback.

8. Reward your respondent.

After a customer has taken time and effort to give you positive feedback, remember thank them properly. You might want to give some kind of added value in exchange, a bonus strategy session, for instance, or a small discount on membership renewal.

9. Provide a venue for success.

A very organic way of gathering testimonials is to have a communal place, a



forum, for instance, where anyone can share their success. There's no need there to solicit participation; people simply tell their stories for the benefit of the community.

10. Broadcast choice case studies.

If you have a show, a podcast for instance, case studies are a good way to share the success of your product. If you see a story of note in your success forum, you might simply ask, "Would you like to podcast about that?" At the same time, you're rewarding your client with exposure to your audience.

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