**GET THE PERFECT TESTIMONIAL WITHOUT ASKING**

1. Ask a few questions about your product or your service; what worked especially well? What didn’t?
2. **What 1 word would they use to describe the impact your product had?**
3. Remind them why they purchased, the problem they had for which you represented a solution. **How has their circumstance or business improved as a result** of working with you or your product?
4. Ask them to **quantify that impact in dollars, time or percentage**
5. Ask for their ideas on how you could improve either your product, your service or any customer service or other policy they experienced with you: **this is great product development insight for you.**
6. Now, repeat back their 1 word, their changed circumstance and the dollar, time or per cent impact they said in a simple sentence and put it in a quick sentence: so if I heard you correctly, you said
7. Ask: does this fairly represent what you said about me? May I use this quote in my marketing messaging?

***Simple? Who’s going to use this process before the week ends?***

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**I deliver marketing insight and tips every week; details are here:**

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