

# How To Increase Your Sales Conversion By Using Testimonials

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First and foremost, I'd like to take this opportunity to congratulate you for downloading this free report.

Rest assured, I'm going to reveal to you exactly what the incredibly effective tactic... and also demonstrate to you why it's detrimental to your sales that you immediately begin implementing this technique into your everyday sales efforts.

Plus we'll also discuss exactly what you'll need to do to begin taking advantage of this ultra-profitable sales tool immediately.

Truth be told, if you're not using these ingenious "stealth" profit nuggets on your website, you're letting a huge percentage of sales fly by the wayside.

As you know... every customer that land's on your website is yet another opportunity for you to make a sale... **so don't waste the opportunity**. Take advantage of every round in your sales revolver and fire away!

So, what are you loading into your sales revolver?

Well, I'm here to tell you that several of the rounds that should be cocked and ready to fire are...

Those powerful, un-ignorable, stealth-like **CUSTOMER TESTIMONIALS!**

**YUP! They're magical in every sense of the word!**

Let me ask you two important questions...

Do you already sell products online? Do you already offer a service that you're confident is as good as, if not better than your competition?

If so, then I'm sure your website must be riddled with page after page of customer testimonials to prove it.

Right?

No?... Then without a doubt, you're doing something drastically wrong!

Authentic, detailed customer testimonials can and will be one of your greatest selling tools online!

Have you ever noticed how the vast majority of successful businesses - whether selling a product or a service - use this one extremely important selling tool in all their sales presentations - both online and off?

It's a proven fact that genuine, verifiable testimonials convert more prospects into buyers, **plus build your credibility as an honest, reliable business man or woman.**

And your website's sales will definitely benefit from this hypnotic and powerful tool.

Testimonials are the one selling tool that you can't be without in sales.

**The good news...** you can quickly and easily have dozens of "verifiable" testimonials loaded in your sales arsenal, firing your biggest guns, once you understand how the process of soliciting a quality testimonial works....

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"... I'm just writing to say that your product is wonderful! I've purchased many other widgets online, but your widget is by far the best widget ever. And it arrived extremely fast. Your customer service staff was also a pleasure to work with. I will be buying many more widgets from you in the future! Thank you for the excellent product and service...."

Susan B. Customer

<http://www.susanbcustomer.com>

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As an astute business owner, do you sometimes wonder...

**"Just how do these companies pull it off...** Why do their customers take such initiative to tell the world about their wonderful experience, while most of my customers seem to purchase my products or services and then fade away into a black hole somewhere in cyberspace?"

Well, the altruistic question you need to immediately ask yourself is....

**"How many times have I followed up with my customers and actually asked them about their experience?"**

The fact is, if you sell a product or service online, there's no "sneaky little trick" or "magic formula" for obtaining authentic, powerful, benefit-laden testimonials. The problem is...

**YOU HAVE TO ASK!** And that's where most online businesses fall short.

**Here's a perfect example...**

Take a look at eBay. Here's a marketplace where anyone and everyone is buying and selling goods and services. Ironically, a buyer usually finds that their only reassurance before making a purchase is by reading over a **"Sellers Feedback"**

And guess what... everyone selling on eBay has feedback.

**Why?**

Because ebay sellers ask for it! And they keep asking for it until they receive it.

**It's the ebay way of doing business.**

If you've ever bought or sold an item on ebay, you know that feedback is by far a seller's most important selling tool. And most legitimate sellers have hundreds, even thousands of testimonials from previous buyers telling the world about their wonderful buying experience.

Do you think that would be the case if EVERY seller didn't immediately ask for feedback after a sale?

**Absolutely not!**

They have to ask for it too.... **AND SO DO YOU!**

So, are you ready to start soliciting an arsenal of the "ultimate" testimonials from your customers?

Now I'm not just talking about something like...

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Good service and delivered as promised.

Jane Doe

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**I'm talking about hypnotic, powerful, detailed, persuasive testimonials!**

Why is this so important?

**Credibility and confidence!**

You want everyone who visits your website (especially those who are seriously considering making a purchase) to know - **without a doubt** - that their making a smart, informed, exceptionally wise decision. You want to show you are a reputable and credible business.

Furthermore, you want to make your customers buying decision a no-brainer.

- Their hesitant.
- They're not sure if you're a scam artist or not.
- They're not sure if they want to part with their hard earned money....

So you need to let them know that others were in their same position at one point and are NOW extremely happy (and grateful) they took the plunge and purchased.

You also want to back up your "bolstered" claims... plain and simple.

**But here's the problem...** Most folks don't have an effective system setup to get the types of "energized" responses they're actually looking for from their customers - - The types of responses that go far beyond the norm and unquestionably back up their bold claims.

The good news... today you're going to learn the secret to change all that.

**So, how do you go about asking your customers for their unbiased "energized" testimonials without feeling like you're desperately fishing for "fluffy" praise or approval?**

Actually, it's quite easy and should be something you do methodically after each and every sale.

As I've been known to tout... you have to follow up with your customers time and time again to make those initial sales, and you also have to aggressively follow up with your customers after a sale to solicit their testimonials... **plain and simple.**

Once again, it's just another good example that clearly demonstrates the importance of regular customer follow up. **Follow up with your customers! ALWAYS!**

**No Exception...**

**Here's a guaranteed way to obtain the type of feedback your looking for from your customers - - every time...**

After a sale (and you can incorporate this technique into a product sale, a service, even a digital download or newsletter subscription confirmation)....

**Immediately send a thank you email to your customer.**

In fact, most shopping carts (including PayPal) will automatically do this for you when setup correctly.

If you're selling a **digital product**, be sure to follow up with your customer the following day to see if they have any questions or if they had any difficulty downloading their purchase.

If you're selling a **physical product**, once their package ships, immediately send your customer their tracking number.

Then, no longer than seven to ten days after their tracking number is sent, send another follow up email asking your customer if they received their package and if they have any questions or concerns that need to be addressed.

### **Now that's customer service at it's best!**

At this point, your customer is now primed and ready for the pitch. Without fail, within one or two days after you've emailed your customer to be sure their package arrived safely (or downloaded without any issues), it's time to follow up with another email asking for their feedback about their buying experience.

Think about it... your customer has placed an order, received an immediate confirmation of the sale, has been sent their tracking number via email, received a courtesy follow up email asking if everything is to their satisfaction, and has had any questions and concerns taken care of.

You tell me...is your customer now receptive and also overjoyed with their shopping experience? You bet your Benny's they are!

So now's the perfect time to follow up and ask for their feedback.

**NOTE:** If you're selling a digitally delivered product like an ebook or software product, I suggest you allow approximately 7-10 days to give your customer ample opportunity to become familiar with your product. Furthermore, if you've **over-delivered** on a service they purchased from you, be sure to wait until you've fulfilled your end of the agreement to your customer's complete satisfaction...

... And always surpass their expectations whenever possible.

So... How exactly do we now follow up with our customer and ask them for their feedback...

**Simple... with another ingenious email!**

But you have to be very careful because there's a right way and a wrong way to craft this clever little sales tool... and this is very important....

**First**, you'll want to start your email with a big THANK YOU. After all, you appreciate their business and you want to let your customer know this.

**Second**, you'll simply want to ask your customer for their feedback about their shopping experience. Let them know how important it is to you that their expectations were exceeded.

**But here's the key...** You always want to be sure to include a detailed survey directly in your email. **THIS IS EXTREMELY IMPORTANT!**

Even if you already have a feedback form setup on your website (and if you don't - - shame on you ;-), in this particular case, you'll always want to request a simple **return email** which will include the answers to your survey questions (that you've strategically placed directly in your email).

I've done countless marketing tests on this, and overwhelmingly, having your feedback survey directly within your email produces the best results... every time - - by a staggering margin.

It's also very important to note...

**NEVER make up your own testimonials.** This is a crime and if caught... you will pay the consequences. Plus, with these newly discovered methods you now have at your disposal from this course, who needs to make up phony testimonials?

Always run your business with honesty and integrity. **Never lie to a customer!**

By adding fake testimonials to your website, you're not only breaking the law, but you're also lying to your customers and that's no way to run a successful business.

Now, let me teach you about creating ingenious email to solicit the perfect customer testimonial...

I've done many of my own testing on this method, and overwhelmingly, having your feedback survey directly in your email produces the best results every time.

Now here's what you'll need to do before actually creating your feedback survey for your email.

**Take out a piece of paper and write down your ideal testimonial.** One you'd love to receive from a customer.

Don't be shy! Let it all hang out.

- Write down how wonderful your product or service is.
- Include how fast you received the shipment.

- Boast about how the product has changed your life.
- Tell about how the gift made your loved one so excited they could barely breathe!
- Again, don't hold back or spare any of the finer details.

**Write a testimonial that makes it seem like someone would have to be a fool not to purchase your product.**

Now here's the clincher... It's time to dissect your own testimonial and turn it into a survey form that's guaranteed to extract the responses you're looking for.

**Once you have your perfect testimonial on paper, it's really easy to do.**

Simply take your written testimonial and for each "compliment", transcribe it into a question. For example:

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**An excerpt from your pre-written Testimonial....**

"When my product arrived, I was extremely impressed by the great packaging and care that was taken to insure it arrived safely."

**Transcribe this into a Survey Question....**

How was your item packaged for shipping? Was it boxed well?  
Did it have adequate packaging materials inside to insure it would arrive safely? Was it addressed correctly and shipped according to your special instructions? Please be as thorough as possible in your answer:

**Another excerpt....**

"My wife couldn't believe that I was actually able to find this gift for her. She looked everywhere and couldn't find one."

**Your Survey Question....**

Had you been searching around the internet for this product? Was it difficult to find? If so, were you surprised to find it on our website?

**Another excerpt....**

"After reading the ebook, I immediately began scouring my website looking for places to use these techniques immediately"



## Your Survey Question....

Did you find the information in the ebook useful and practical?  
What was your favorite chapter and why? Have you implemented any of the techniques from the book into your own website? Have you made any additional affiliate sales from the techniques?

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Do you see how important it is to ask the right questions to solicit your desired response? This is the most important aspect of your questionnaire. Be sure to ask detailed questions. If you don't ask, 99% of the time your customer's won't volunteer this information.

## You have to ask!!!

By asking detailed questions, you'll be surprised at the responses you're solicit from your customers. If... using one of the examples above - your customer did have a hard time finding this product and eventually found it from your site and made the purchase, you can be sure their feedback will be **PURE GOLD!**

It's also extremely important to offer your customer's something in return for taking the time to respond to your survey. Your options here are endless.

- You could offer a free download targeted at your market.
- You could offer a free membership into the "member's only" section of your site.
- You can offer free shipping on their next order.
- You can include a discount coupon towards their next purchase

The point here is, be sure to offer something of "real" value to your customer in return for them taking the time to respond to your survey questions. The "freebie" you'll be giving away will certainly be a valuable trade off for the feedback you'll receive in return.

And remember... any testimonial you place on your website must be genuine. Never make up a fictitious testimonial. It's unethical and frankly, it's illegal. By using the techniques I've described above, there won't be any need to use phony claims on your website. You'll soon have more authentic testimonials from customers than you can handle.

After you receive a quality testimonial from a customer that you'd like to add to your website, contact the customer once again and obtain their permission to use their feedback on your website.

You can also include a Yes/No question in your survey asking permission to post their feedback on your site. The overwhelming majority of your customers won't have any problem in allowing you to do so. **Also, be sure to offer a link back to their website** if one's available. They'll appreciate the free advertising for their site!

**So now... let me ask you once again....**

Do you sell products online? Do you offer a service that you're confident is as good, if not better than your competition? Is your website riddled with page after page of customer testimonials telling the world just how GREAT you are?

**If not... get to it... and watch your sales go through the roof!**

Good luck in all your online businesses...

You "Chan" Do It!

**-Patric Chan**

Founder of the "Chan" Do  
Internet Success System

<http://www.youchandoit.com>

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