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Discomfort And Testimonials

According to Alex Goldfayn, Evangelist Marketing Institute, the discomfort with asking our good customers for detailed testimonials is ours, not theirs. They would be happy to tell us what they love about working with us.

Alex talks with hundreds of his clients' customers as part of his research projects. According to him, our customers know why they stay with us and think about it every time the competition calls on them.

The discomfort with asking for referrals is ours, not our customers'. If we ask properly, they will give properly.

The discomfort with offering more products and services to existing customers is ours. Our customers would be happy to buy more from us if we would only tell them all ways we can help them.

The discomfort with following up on quotes and proposals is ours. Our customers appreciate that we care enough to ask because the competition probably doesn't.

According to Alex, when we call our customers to ask for testimonials, or referrals, or to tell them more about our offerings, or to follow up on proposals, we are not imposing; we are not selling; we are not promoting; we are not stepping on toes; we are not taking their time. We are simply helping them more.

What is there to be uncomfortable about? Let's take time to help our customers. That's what we do and what they want.