

Tip Sheet

How to write a testimonial

Testimonials are a great way for a company to show prospective buyers the value of their offering. A testimonial is essentially a person telling other people that they can trust a particular business and that it offers a quality product or service.

When asked by a supplier for a testimonial, many people don't know where to start. This tip sheet will help you answer the call when a supplier that you know and trust asks you to stand by their offering. In providing a testimonial, not only are you helping your supplier, but you are also reinforcing your business relationship with that supplier.

Usage |

There are a number of ways that testimonials can be used by companies and before agreeing to provide a testimonial, it is important to understand how your testimonial will be used.

Testimonials are typically published in full in hard copy (say on a datasheet or brochure) or online (on a webpage).

A shortened version or paraphrased section of the testimonial may also be published in hard copy or online (for example when space is limited). Generally, how your testimonial is used, including how it may be shortened, will be at the discretion of the recipient of the testimonial.

You can choose to provide your testimonial on your company's letterhead with your signature, or you can supply it on a blank page or even via email. You should always include your name, title and company information.

Word limit |

Testimonials typically range from 50-300 words. They can be short, such as a quote of one or two sentences, or detailed and provide an example of an excellent product or service..

There is no set rule for length; however it is important to make your point succinctly.

Avoid generalisations |

When providing a testimonial, it is important to provide specifics about the company, product or service. Generalisations, such as saying they are the greatest company in the world, don't give the reader a specific reason to choose that company and can seem farfetched.

Areas to consider |

What you say in a testimonial is entirely up to you. Below are a series of questions that you may choose to address through your testimonial. This is not exhaustive nor should you try to include all of these aspects. The main requirement is that your testimonial be truthful, accurate and heartfelt.

- What was the problem or issue you needed to solve?
- Why did you select the particular solution?
- What has the solution enabled you to do?
- What has been your experience with the company, as well as the product/service?
- Are there any observations you would like to share with others?

It is often a good idea to close by stating whether you would use them again or recommend them (if you're writing a testimonial you probably would!). You may also provide your contact details if you are happy for people to contact you to discuss your experience.

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