

## CHECKLIST

# Client Testimonials

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When asking a client for a testimonial – you want to get them to say more than “they were good” or “they were cheap”.

Testimonials from clients should address the questions and objections that your target clients would be asking themselves before deciding on working with you.

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**Follow this checklist to get them in the right frame of mind.**

- What was the main challenge you were facing before you decided to work with us?
  - Why did you choose to work with us over other options?
  - What was your first impression of our team?
  - Can you describe a specific instance where we exceeded your expectations?
  - What results have you seen since you started working with us?
  - How has working with us impacted your business?
  - Would you recommend us to others? Why?
  - Is there anything you wish we had done differently?
  - What was your favourite part of working together? (and least favourite if you have one.)
  - Any additional comment so f thoughts you'd like to share?
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Automate this process - use Gatheroo to collect the information. Ask us how! [help@gatheroo.io](mailto:help@gatheroo.io)