

Customer testimonials:

Where's the beef?

Every company just loves customer testimonials. Tell us how great we are – and speak clearly into the microphone. What could be better than getting a third party to tell the world that we are the best?

The problem is that there is a fine line between marketing hype that turns customers *off* and vital information sharing that turns customers *on* to your products and services.

Companies, in essence, love adjectives, but fear exposing the substance.

*"Through our first class partnership with ABC Company, a **leading edge** solution provider, we were able to sell more products faster and cheaper,"* Yeah, yeah, yeah ... so **'where's the beef'**?

What did you actually do together? What was the business challenge, and how was it overcome? And please, don't just tell me the great outcome. Give me substance, and tell me the problem areas.

Show me what you did together; don't just tell me how fantastic you are.

When it comes to showing the details in customer partnerships, companies **run scared**. Business secrets may be realized, **confidences** ruined. This is understandable, certainly.

But in an age when we are **overwhelmed** with advertisements, there is a screaming need to get real. Every customer relationship has its ups and downs.

Get brave! Openly talk about the details – and the points in the relationship when things were not going well – otherwise, the information you are providing is only meant for a brochure. And how many of us read those things?

Glossary

confidence	förtroende
leading edge	ledande; främsta; topp-
overwhelm	översvämma; överbelasta
run scared	lägga benen på ryggen
testimonial	vittnesbörd
where's the beef?	Var är substansen?