

## 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

expose	to uncover
get real	to see things as they really are
hype	intensive or exaggerated publicity or sales promotion
outcome	result
overcome	to surmount a physical or an abstract obstacle
overwhelm	to overpower the thoughts, emotions, or senses; to cover completely
run scared	to become intimidated or frightened
turn off	to repulse, disgust or discourage
turn on	to attract or encourage
where's the beef?	Where is the substance?