

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	paljastaa
get real	tässä: olla realistinen
marketing hype	markkinoinnin sanahelinä, ylimainonta
outcome	lopputulos
overcome	voittaa (vaikeus tms.)
run scared	jänistää
substance	asiasisältö
turn off	tässä: työntää luotaan
turn on	tässä: innostaa
we are overwhelmed with advertisements	tässä: hukumme mainosten tulvaan
where's the beef?	Mikä on asian ydin? (sanonta)