Checklist: Testimonials

Step 1: Get the Testimonials

1) What was the obstacle that would have prevented you from buying this product/service?

2) What did you find as a result of buying this product/service?

3) What specific feature did you like most about this product/service?

4) What would be three other benefits about this product/service?

5) Would you recommend this product/service? If so, why?

6) Is there any thing you'd like to add?
Checklist: Testimonials

Step 2: Link the testimonials to each objection.

Objection 1:

Testimonial:

Objection 2:

Testimonial:

Objection 3:

Testimonial:

Objection 4:

Testimonial: