

TESTIMONIALS

Third Party Endorsement



THE CUSTOMER

What type of business is your customer?

Who is the decision maker for the purchase?

What challenges do they face within their business?

What pressures do they face from outside their business?

What specific problem were they experiencing?

How did that problem make them feel?

THE TEMPORARY FIX

What was the previous solution to their problem?

What were the drawbacks to the previous solution?

What were the drawbacks to the previous solution?

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THE SOLUTION

What did you do to help them solve their problem?

How did you go about developing the plan?

Were there any challenges to overcome along the way?

What pressures do they face from outside their business?

How did your solution differ to the previous?

Why was that better by comparison?

THE RESULTS

What was the outcome - practically?

What was the outcome - emotionally?

Were there any other notable benefits?

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