



Mike Pagan Professional Speaker - How do you get those all-important Testimonials from your clients?

Credibility is what it is all about; more and more businesses are selling and promoting services and not tangible manufactured products. This has created a problem - how can a business demonstrate successfully their product or service if it is fundamentally 'hot air'? If you don't ask your clients for feedback and input how can you learn from their experiences and publish their views.

I thought as a Christmas present to you all I would include a scripted letter that I have used to gain some very positive testimonials from present and past clients. Feel free to use it with your clients, and of course give me feedback on how successful it has been. Good Luck.

Throughout the last year we have worked closely together on a number of key areas with your business, creating focus, clarity of direction, efficiencies, improved business practice, growth and profitability.

It hasn't all been easy, there have been challenging times facing the business and I am proud to be associated with your business assisting you going forward.

We have talked about how you should get feedback from your clients, now it is my turn to ask you. Would you be happy to provide some testimonial publicity about our working relationship?

I considered writing some paragraphs for you to make it easy but I always feel that is a cheat and find it is better getting testimonials in your words not mine.

What exactly am I looking for? A letter or email containing one, two or three paragraphs highlighting what we have done, the impact it has had on the business and your feelings on the process.

I look forward to next year and providing continued support and guidance for your business.

All that remains is to wish you all a very Merry Christmas and a Prosperous New Year – We can all achieve anything we set our minds to next year – good luck creating your goals.

All the best

Good Luck growing your business.

Mike Pagan

Mike Pagan has been in business long enough to know what fails to happen often enough. He speaks on the following subjects:

A recent Soundbit from one of Mike Pagan's talks can be found at <http://www.mikepagan.com>

The Right Sales Pipeline - Mike believes companies should concentrate FULLY upon 4 or 5 key marketing methods in order to gain new clients.

Your A1 Clients - We all want them, but do we know who they are, when they buy and why they buy?

Celebrating Success - Not many businesses do. life's meant to be enjoyable, so is your business.
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Mike Pagan, your straight talking, Business focussed Professional Speaker.

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