

The Power of Testimonials

Boosting Credibility and Business through BNI

Why Give Testimonials?

- **Giving Back:**
 - Acknowledge good work
 - Show appreciation
- **Social Proof:**
 - Enhance trust, reliability, and credibility
 - More impactful than referrals
- **Enhanced Reputation:**
 - Elevate member's standing within and outside the group



Social Proof in Action

- Member receives a glowing testimonial.
- Other members see this and feel more confident referring Member.
- Member receives more business opportunities.





Write **Effective** Testimonials

- **Be Specific:**
 - Include details: service provided, timeframes, benefits
- **First-Person Perspective:**
 - Adds power and authenticity
- **Check Referrals:**
 - Review and incorporate client feedback



Specificity in Testimonials

- **Instead of:** “Great job!”
- **Write:** “Farhan completed my project ahead of schedule and under budget. His attention to detail saved me time and stress.”

Maximizing Impact

- **Online Reviews:**
 - 93% of people check online reviews before purchasing
 - Leverage testimonials online (LinkedIn, Google Business, etc.)
- **Follow-Up:**
 - Ask members to post testimonials online
 - Broaden your audience and build online reputation



Call To **Action**

- **Identify Referrals:**
 - Think about who has given you a referral that turned into business
- **Request Testimonials:**
 - Reach out to those who haven't given you a testimonial
 - Help build trust and collaboration within the group
 - Get traffic light points



SCENE

TAKE



Conclusion

- Testimonials are a powerful tool
- Foster a supportive and credible network
- Boost business growth for all members

don't
just take,
give.



Thank You

Happy Networking!