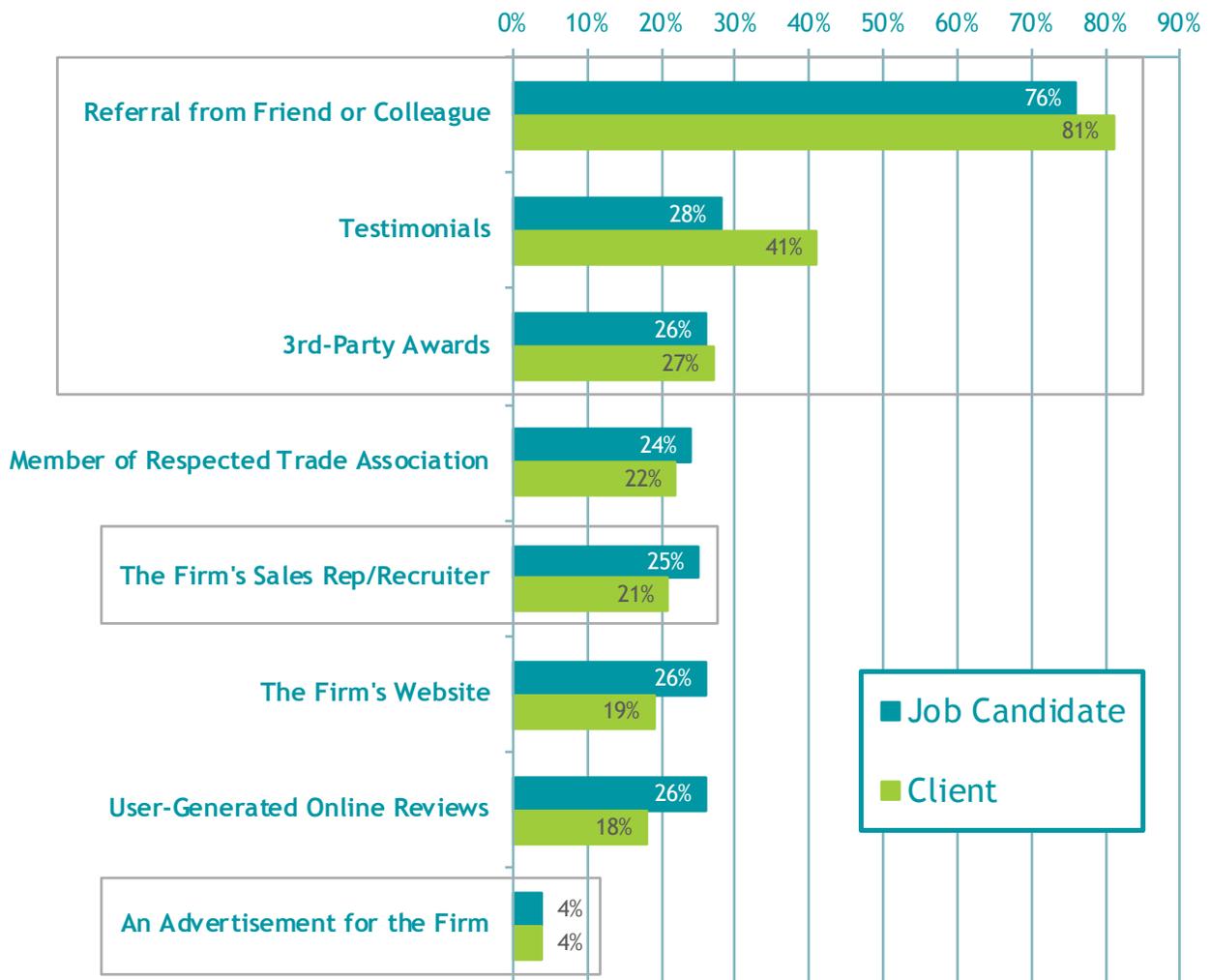


## BEST PRACTICES: TESTIMONIALS

# Why Are Testimonials Powerful?

The most credible salesperson is someone who doesn't work for you

### Trusted Sources of Information About Staffing Firm Quality



## BEST PRACTICES: TESTIMONIALS

# How to Use Testimonials

### On Social Media



### As a Sales Tool

Anyone can find 10 testimonials. Stand out and share the number of testimonials you receive.

*“On our last survey, over 150 promoters shared a testimonial!”*

In a recent study the top three things that make a testimonial most valuable to prospective clients are:

- The testimonial is shared by someone in my industry
- The testimonial addresses an issue important to me
- The testimonial is shared by a highly regarded company in my industry

With that in mind, filter and download your testimonials by branch location or industry to share more applicable data with potential clients.

### On your Website

Post your most recent testimonials on your website! Make sure to keep these updated regularly and include a time stamp so visitors know they are current.

### Why Are Testimonials Effective?

#### Testimonials build trust

Your brand experience is your best marketing tool. And no one can communicate this experience more effectively than someone who doesn't work for you.

#### Testimonials aren't "Salesy"

Because testimonials aren't written in your "voice," they stand out in your copy as candid and unbiased accounts of other clients' or talents' experience.

