

How To Get Testimonial Videos

by Michael D. Hargrove

Testimonial videos are a powerful marketing tool that could, and probably should, be in each one of our toolboxes. Many of us don't use them yet because we simply don't know how to go about effectively asking for them. Here's a proven way to ask. (The text between the [brackets] are for those of us who also use a referral fee program.)

While waiting for F&I, we say, ***“Obviously you like your new vehicle, Mr. Customer. Did you like the way I treated you?”*** (Let them answer. If they tell us ‘yes’, continue with,) ***“How many of your family and friends do you feel would like me, and the way I do business?”*** (Let them answer and then continue with,)

“Would you be willing to do me a personal favor?” (Let them answer. If they tell us ‘yes’, continue with,) ***“Would you be willing to share your experience with me today with your family and friends?”*** (Let them answer. If they tell us ‘yes’, continue with,)

“Thank you for that, Sir.” [“We have a special program for people like you. We call it C.A.P., Client Appreciation Program. And here's how it works. As you can imagine, it costs a pretty penny to advertise to get good folks like you to come and do business with us for the first time. When good folks like you share your experience, and any of your family or friends come in and do business with us too, it significantly reduces our operating costs. When they do, we'd like to share some of that savings with you as a way of saying thank you.”]

“I'm going to take a quick 30 second video of you and me. Just share a couple of things you like about your new vehicle, and a couple of things you liked about how I treated you. I will then text or e-mail it to all of your family and friends that you'd like to see your new ride, and that you think would like me and the way I do business. Okay?”
[“If any one of them come in and buy from us, we will cut YOU a check for \$XXX or donate \$XXX to the charity of your choice in your name. Sound good to you?”] (Let them answer. If they tell us ‘yes’, continue with,)

“Since our business sales manager is going to be a few more minutes finishing up helping another guest, why don't you just go ahead and pull out your cell phone. Here's a pen and paper. List out the names and cell number or e-mail address of all the people you want to show your new ride to, and I will personally send the video to them.”

Send the video out INDIVIDUALLY, and not in a blast. When we send the people on their list the link to this video, simply write; **Mr. Customer** (use their first name here) **wanted me to send you this video of his new car!** That's it. Be sure to include our contact info unless it's already included in the testimonial video itself. Also, it's probably a good idea to include the Opt In/Out verbiage our dealership has in place, especially if we use a CRM tool to send it.

Within the next 30 days, make sure to reach out to each one who didn't call or text you already and ask them if they got their friend's video. Then suggest that they keep our number and, ***“If you ever have a transportation question, or if you or a loved one needs help getting a new or pre-loved car, I will always be just a text or quick phone call away. You now have a friend in the car business!”*** Then be sure to include them in our database of long term marketing prospects/clients.

This is a current, dealership tested, approach that gets good results. Why not add it to our arsenals today?

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