

# How To Get Testimonial Videos

by Michael D. Hargrove (w/ a shout out to Jonathan Dawson)

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.

While waiting for F&I, we say, ***“Obviously you like your new vehicle, Mr. Customer. How do you feel about the way I treated you today?”*** (Let them answer and continue with,)

***“Thank you for those kind words. How many of your family or friends do you think would like me, and the way I serve my customers?”*** (Let them answer and continue with,)

***“Have I earned the right to ask you for a small favor? Would you be willing to share our experience together with your family and friends?”*** (Let them answer. If they tell us ‘yes’, continue with,) ***“Thank you for that. We have a 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 lot to advertise to get good folks like you to come in and do business with us for the first time. When good folks like you share your experience with others, and if any of your family or friends come in and do business with us too, it significantly reduces our operating costs. When they do that, we'd like to share some of that savings with you as a way of saying thank you.***

***So, we're going to shoot a quick 20 second video of you and me in front of your new vehicle. Just share a couple of things you like about your new ride, and a couple of things you liked about how I treated you. I will then text it to all of your family and friends that you'd like to see your new ride, and you feel comfortable introducing me to. If any one of them, call me first to set an appointment, and then 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 with another guest, why don't you go ahead and pull out your cell phone. Here's a pen and paper. Simply list out the names and cell number of all the people you want to show your new ride to, and I will personally text 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** (better to use their first name here) **wanted me to send you this video of his new car!** That's it. Be sure to include the Opt In/Out verbiage our dealership has in place as well as our contact info and CTA unless they're already included in the testimonial video itself.

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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