

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. (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. Let me ask you this; compared to your previous car buying experiences, how would you characterize your time with me today?”*** (Let them answer, and continue with,) ***“Then let me ask you this, how many of your family and friends do you think would like me... and the way I do business?”*** (Let them answer and then continue with,)

“Have I earned the right to ask you a small favor? You can always tell me no.” (Let them answer. If they tell us ‘yes’, continue with,) ***“Would you be willing to share your experience with me today with those family and friends that you think would like me?”*** (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. We're going to take a quick 30 second video of you and me in front of your new vehicle. Just share a couple of things you like about your new vehicle, and a couple of things you like about the way I treated you. I will then text or e-mail it to any of your family and friends that you'd like to see your new ride. If any of them 1) sets an appointment with me 2) Tells me you sent them, and 3) buys something from us, we will cut YOU a check for \$XXX or donate \$XXX to the charity of your choice in your name. How's that sound to you?”]

“We're going to take a quick 30 second video of you and me in front of your new vehicle. Just share a couple of things you like about your new vehicle, and a couple of things you like about the way I treated you. I will then text or e-mail it to any of your family and friends that you'd like to see your new ride. How's that sound to you?” (Let them answer. If they tell us ‘no’, ask for a picture instead. 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 of all the people you want to show your new ride to, and I will personally send the video (or picture) to them.”

Then we send the video (or picture) 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 their new car!** That's it. Do not include our contact info unless it's already included in the testimonial video itself. Also, it's a good idea to include the Opt In/Out verbiage our dealership has in place, if we use a CRM tool to send it.

This next step is important too, so don't skip 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 anyone you know needs help transitioning into a new or newer car, I will always be just a quick text or 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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