There is a saying that goes like this:

“What people say about you is more important than what you say about yourself”.

Does it have a bit to do with timing?

When it comes to getting testimonials from clients, it’s all about the timing.

If you do a really good job for a client, and they’re really, really, pleased – that’s the time to ask for a testimonial.

One of my staff members and founders of our US operation at NRS Media Kerry Marshall, used to call it the *curve of gratitude*.

Gratitude pays.

The curve of gratitude is when a client is over the moon because of work that you’ve done, and they’ve personally told you that you’re ‘the best’, and they would use you again in a heartbeat.

Well, what are you waiting for?

That’s your opportunity, to either renew a contract, create an upsell opportunity, or ask them for a testimonial.

These days, with the power of video, it’s a great opportunity for any salesperson to use the device that I’m using right now – a phone.

Ask and you shall receive.

Right there, is when you should ask that client for a testimonial.

Testimonials work, add value, and support your expertise.

In the end testimonials help you through your clients, to support that old saying at the

beginning of this article.

“What people say about you is more important than what you say about yourself.”

At the top of this blog there is a video with a couple of examples of what a testimonial looks like, and how you can present them to a client.

I hope you enjoy them.

Thanks again for your time and I’ll catch you again next week.

Whatever career you decide to take in sales, it’s always good to get some help.

That’s why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It’s packed with tips and ideas on how to hire great

salespeople. Don’t ever Hire Bad Salespeople Ever Again. Promise!