

TESTIMONIAL PROMPTS

Ask your customers better questions



QUESTIONS

1. Why did you choose this product/service?
2. What questions did you have before you purchased?
3. What objections did you have? How were those objections overcome?
4. What's the biggest benefit you've experienced from using the product/service?
5. What was going on in your company that inspired you to look for the product/service?
6. Describe the last project before you used the product/service.
7. What do you think makes us unique?
8. Who do you think is the best fit customer for the product/service?
9. What else should I know?
10. How can we better serve you?