

Getting Referrals and Recommendations

We have completed a job, and we want to be sure that the customer will say positive things about the company.

(This should be easy, if the customer has been satisfied throughout the project. If they aren't, it may be too late)
(Treat the customer right from the beginning)



- 1) Ask about their feelings and impressions of our part of their project. Ask about how their friends who have seen the project reacted, and what they said. Would they recommend Stone Legends to their friends?
- 2) Offer a discount on something, statuary maybe, or a fireplace if they send a testimonial. They might be interested in further purchases as well as send us a testimonial.
- 3) Assure them if there are any problems in the future they can call us, and we will do everything we can to make it right.
- 4) Tell them that we want to see the project. You can tell them some of the draftsmen want to see the project completed. Make them feel that we think their project was special or exceptional in some way. Then ask for a testimonial. You can even suggest a general subject matter for them to write about.

(You can look on the testimonials page of the SL web site to see what testimonials we already have and what subjects they promote, maybe suggest something you don't see there)