



# TESTIMONIAL FORM

To give you some help to write your testimonial for Forge Creative, below are four easy steps to follow.

Please keep in mind that the key purpose of the testimonial will be to overcome objections and instill confidence in our future customers.

Thank you very much for participating. If you have any queries please don't hesitate to call.

Name \_\_\_\_\_

Company \_\_\_\_\_

Date \_\_\_\_\_

## 1. What problem or need prompted you to seek the services of Forge Creative?

What was the main reason or reasons for seeking the services of Forge Creative and what hesitations did you have in employing our services or similar services from others in the past. The more specific the better!

For example... With a growing family and things getting a little tight, I knew it was time to get a new car. But past experiences with being ripped off by salesmen who over charged and under-delivered really put me off. That is until I met Simon....

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## 2. How did Forge Creative solve your problem or need?

What specific actions/solution did we undertake to provide you with the solution you were looking for? How did Forge Creative solve your problem?

For example... Simon was like a breathe of fresh air after our day of trudging through car yards. He spent over half an hour just asking us questions on what we really needed from our new car and only then did he select a few vehicles that he thought could fit the bill. At one point he even suggested that a more expensive 4WD didn't have one of the features that would be safer for our 3 kids travelling in the back and directed us to a different, less expensive model...

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## 3. How has this impacted you?

Again, the more specific the better and try to avoid vague generalities. The more figures and percentages you can include the better! This will give your testimonial more impact and appear much more believable to the reader.

For example... In the end we settled on a new family car that came in \$5,000 under budget with over \$10,000 of free added features, due a special promotion that actually started a week later which Simon suggested we wait for. Not only that, Simon checked in with us every step of the way, keeping us informed of delivery and even after the car was delivered was right on hand with any queries we had.

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## 4. What was your overall experience like?

This is where you can add your personal touch to the testimonial. A personal word of thanks or a recommendation to others.

For example... Simon made what has been in the past a painful experience into a truly enjoyable ride. I have already recommended to my sister, who is in the market, to go straight to him for her new car and I would do the same to anyone else out there considering an upgrade. Not only did he save us a bundle, he really understood and listened to our needs! Thanks Simon!

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