



Breakthrough, Inc

Accelerating Revenue Profitably

Real People Saying Good Things About You

By Ron Snyder

Everyone is yelling to get their message across! How do you deliver a credible message that rises above the noise?

Real people saying good things about you!

Let's evaluate your current results ...

1. Are your testimonials believable and grounded in facts and measurable results ... or are they too gushing?
2. Do you have videos of your top references that come across like real people?
3. Do you have case studies that show the details of the customer's problem you solved, how you solved it and the impact it has had on their business results?
4. Do you use these "assets" in your communications with prospects and in marketing campaigns by linking to them?
5. Are you tracking which links each prospect clicks on- to respond more effectively?
6. Do you update your marketing content based upon its effectiveness?
7. Do you leverage on-line word of mouth by participating in and encouraging your customers to participate in social media groups?

Doing all this will greatly improve your batting average!

Let me know if you would like to discuss how to implement any of these ideas.

Ron

About Breakthrough, Inc.

We provide Sales & Marketing guidance to companies delivering high value products and services- Business to Business.

- ✓ Direct Experience- in Sales, Marketing and management
- ✓ Best Methods- an aggregate of best practices and tools
- ✓ Performance Management- to support successful adoption of new methods and tools; track progress and fine-tune approach

Ron Snyder/ President

