

THE POWER OF PRODUCT REVIEWS: WHY YOU NEED THEM!

by GregDeTisi - Tuesday, April 02, 2013

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Firstly think about this; If you run a business today then you will want to create a place where buyers like you, know you and trust you yeah?

Of course! Especially in a Micro or Small Business.

And where will they go when they are a cold lead looking for an expert or business professional?

Google yepp!

So, of course they will search and look at reviews, and whether these reviews are good or bad they will determine whether that cold lead calls you or not. Now I say cold lead because, thus means that they don't know you yet, so they can only go by searches.

If it is a warm lead this means that they know of you, know you or someone they know has bought from you or has worked with you. So, a warm lead is in some ways easier to sell to. Some may be referrals from your clients, and I get these often. So, once you have done a great job you help your client and they tell their buddies and also give you a great review or testimonial.

These days there is less trust though as so many people are trying to sell online and aim marketing and

advertising at us regardless of their expertise.

So, many people including myself start to see the trustworthy types who stand out versus the not so trustworthy types. But it is hard for many people to be able to distinguish between the types sometimes.

This is also why you and I being in business need to DIFFERENTIATE.

Stand out for the right reasons.

So, our buyers/customers/clients want to be able to trust us, therefore we need great reviews.

And not just any reviews if we can help it.

What we can do is to ask our satisfied customers for specific and strategic reviews. This means that we can write the reviews for our customers as we know what we want written as this also helps us to stand out and to be able to speak the language of potential customers. Also, satisfied customers using video is of course very powerful. The use of video today is huge and so, if we can ask loyal customers to create videos then that's even greater for our reputations and growth.

So with great copy and content our potential customers SELL THEMSELVES ON OUR GOODS/SERVICES in a way as they see the words which they want to see.

What do they want to see?

RESULTS THROUGH EXPERIENCES. Buyers want experiences and this has to be understood always. They want to feel good about transactions, and they want to be able to give great reviews. But they will also give bad reviews just as easily. Some say that reviews are generally for BAD reasons, such as poor customer service, or badly constructed products, as the consumer wants to vent and release their stress over the experience, and this is certainly true, but - buyers also love to share their good experiences.

YEPP THEY REALLY DO!

So, I have just got back from an amazing trip to Holland and whilst I was there I enjoyed visiting various places and eating way too much which was great however, I was very aware of my experiences and I want to be able to support those small businesses which offer me great experiences.

So, I am always looking for great quality, great service, great products and caring business owners, BUT, if i feel that the service wasn't there I will certainly say so in a review. So, I feel we really need to get this right and not miss a trick.

I have had to really work on every aspect of my processes and this includes my branding and marketing, not to mention my customer service, follow up and communications and relationships. Every part of a business is speaking to a potential customer, so we have to put ourselves in their shoes so to speak in order to really understand their thoughts and feelings.

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So, let's get back to your business.....

WHY DO YOU NEED PRODUCT REVIEWS:

At the very least you and I need to know HOW WE ARE DOING!

What people think about US and our products is very important.

This isn't limited to online business of course either. If you went to buy a new TV or Microwave then you would of course do some homework first.

So, we must understand that ALL BUSINESS NEEDS to build a great reputation.

I tend to explore amazon, but also review sites and other well known shopping sites in order to help me narrow down my searches until I find a product which suits my needs and I have little doubt that you probably do so also. So then - we are no different. If we negate to look after our customers, and have great follow up then they will potentially leave bad reviews.

But bad reviews aren't all bad. If there are ways for us to improve what we do, then we can use these reviews to adjust.

It allows us to adjust and even improve or innovate what we have:

- > WE NEED important feedback to know the market and aim to become better than nearest competitors
- > WE NEED honesty and openness between us and our customer's when we can communicate with them and voice our concerns
- > WE NEED relationships for future transactions thus creating greater retention, repeat custom and referrals

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Of course we want floods of raving fans right? Sure we do.

But sometimes though there will just be nightmare customers.

I am sure that you have seen reviews who will leave bad reviews EVEN IF they may have had a perfectly good service. It's just that there is no control over this and no real ombudsman to manage this and create certain ethics, laws or standards around this, therefore little control means that 'you and I' can be quite open and vulnerable to the unknown.

It get's worse. Today on certain well known sites there are scammers who are trying to get amazing reviews by pulling off all kinds of tricks in order to do so. Recently I even heard of a story where some sellers on this well known site were sending products to people totally for FREE and unexpected, so that the person or recipient would get something in the post - and was surprised to get it but also got a request for a 5 star review.

Reviews are that important to these sellers that they are going to all kinds of lengths to try to get them.

Of course, this means that there are thousands of bogus reviews and this then means that YOU and I buy stuff which may be shoddy but has great reviews. So, we end up with crappy goods all because these sellers are trying to beat other sellers and make more money.

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Now here's comes a few tips for you to absorb:

- PLEASE DON'T SELL SHITTY GOODS AS ITS BAD BUSINESS AND IT FOOLS BUYERS INTO BELIEVING THEY HAVE A GREAT QUALITY PRODUCT
- DON'T PAY PEOPLE FOR REVIEWS OR DO ANY KIND OF SHADY STUFF TO GET THEM AS IT IS NOT HONEST OR ETHICAL
- AIM TO GATHER GREAT QUALITY HONEST STRATEGICALLY WRITTEN REVIEWS OR VIDEOS FROM LOYAL CUSTOMERS
- USE BAD REVIEWS AS FEEDBACK AND GET BETTER ITS A GREAT LESSON AND GUIDE FOR YOU
- TRY TO RESPOND TO CUSTOMERS REVIEWS AND BE TRANSPARENT ABOUT IT AS THAT SHOWS MORE TRUST AND PERSONAL CARE
- ENSURE YOU HAVE GREAT CUSTOMER SERVICE AND FOLLOW UP TO GIVE THE VERY BEST EXPERIENCES
- ASK QUESTIONS USING SURVEYS, POLLS, AND QUESTIONNAIRES TO ADJUST AND IMPROVE WHAT YOU DO.

Think about it. The more honest you are about your products and what they can offer, then the more people will like you more because of this.

When you make mistakes and are honest about it and let people know that you altered some things they will respect you a hell of alot more.

Many buyer also want to be able to feel assured by purchases such as with Holidays. I took a world trip a few years back and we went into Trail finders to book it all. I have to say that they were excellent from start to finish, and every part of the holiday was planned to perfection. In fact only today i got through my monthly trail finders magazine and you can see what was on the front of it:

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So, of course as consumers we like to trust sites such as TRIP ADVISOR, WHICH? and TRUSTPILOT and 'if' they recommend something we tend to feel safe and secure in the knowledge that it is worth booking with them.

SO LEGITIMATE PRODUCT REVIEWS RULE!

You can see that whatever business you are in, you have to allow for comments, reviews, opinions and so on, but you also have to try to learn from them.

You and I can also obtain others opinions on our stuff just by sharing our questions and perhaps sharing surveys, polls and questionnaires!

NOTE: Why do you think that markets offer you gifts for filling out surveys? Data is everything.

Data drives business and sales, so it also very valuable, and that's why today's consumer is more paranoid because of larger companies who are gathering data and potentially selling it to other large companies. It

costs a great deal of money to own data and so, the value is very high.

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I used to run an eBay business:

If you were building an E-Bay business as I did, you would need to grow your numbers and show that you are RELIABLE as you do so yes? This is applied to every business model there is, so make sure that you integrate a form of allowing your customers, market and potential buyers the opportunity to REVIEW and share what they think!

TIP: If you do get an unsatisfied customer as we all do at times, you can speak to them personally before they leave a review, this is so that you can try to help them and offer them gifts, pr something else in order to make them happy.

Of there are ways of doing this then do it.

PERSONALLY I LOVE REVIEWS!

I also love comments at the end of my blog posts because it allows me to CONNECT WITH YOU GUYS!

It also enables me to IMPROVE and ADJUST what i do and what i share! I want to be able to bring value and deliver SOLUTIONS to YOU, and so - I do what I can to be that expert. And i try to over deliver. Some people will never appreciate it, but this should never stop a person who truly cares about his/her work.

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**PRODUCT REVIEWS CAN
INCREASE SALES TOO!**

Here's why!

When people see that there is INTEREST and movement around a product they want in!

THEY CANNOT RESIST CHECKING OUT WHAT IS GOING ON and what is trending.

So, it is your job to start this MOVEMENT and get conversations going which leads to conversions.

The greater we know our customers behaviours the greater we grow our businesses.

Remember that - a person has so much choice today, so you have literally around 5 seconds to impress them.

Every business and brand needs feedback to improve what they do. And they will spend millions of dollars on market research, data, buyer experiences and just about every part of the sales process in order to maximise their sales, but also to better understand their loyal customers and fans.

Those who don't care so much will of course probably end up in newspapers, and exposed through the media, whether like it or not, so some organisations are forced to make adjustments because of this. But, you and i may not be billion dollar companies, so we cannot afford to risk such terrible ratings or reviews.

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So, tell me - what are your biggest obstacles now with creating great reviews?

If i can help you with this I will do of course. But I just want you to see the importance of the various aspects involved in managing your reviews.

You may have a team or not, you may have certain software which can help you with this, but whatever you use and whatever business you are in, you need to put in place the right systems and processes in order to maximise your awareness of this area.

At this point I would love for you add your thoughts below and let's ACT ON GETTING PRODUCT REVIEWS and of course - MORE SALES FOR YOU.

SOME FINAL PRODUCT REVIEWS TIPS:

- 1) YOU CAN ASK TRUE FRIENDS, FAMILY, CUSTOMERS FOR HONEST FEEDBACK ON YOUR STUFF WHERE POSSIBLE - BUT BE AWARE THAT SOMETIMES THOSE WHO YOU KNOW CANNOT ALWAYS REVIEW AS IT MAY BE DEEMED AS BIAS AND IT CAN BE THAT WAY - SO JUST BE AWARE OF THAT.
- 2) PREPARE FOR BAD COMMENTS TOO IT ALL HELPS YOU. LEARN FROM THEM AND SEEK TO IMPROVE OR CHANGE SOMETHING.
- 3) SEND OUT THANKYOU GIFTS TO LOYAL CUSTOMERS AND ASK FOR REVIEWS IF THEY ARE SATISFIED AND FULFILLED
- 4) BUILD RAPPORT AND RESPECT OPINIONS AND GROW RELATIONSHIPS. YOU CANNOT PLEASE EVERYONE BUT THAT'S OK

[Just to finally inspire you here are 101 Of The Best](#)

[Customer Experience Quotes](#)

As always I wish you the very best with Small Business Success

Greg

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