

WELCOME TO

**CUSTOMER
REVIEW
MACHINE™**

WELCOME TO

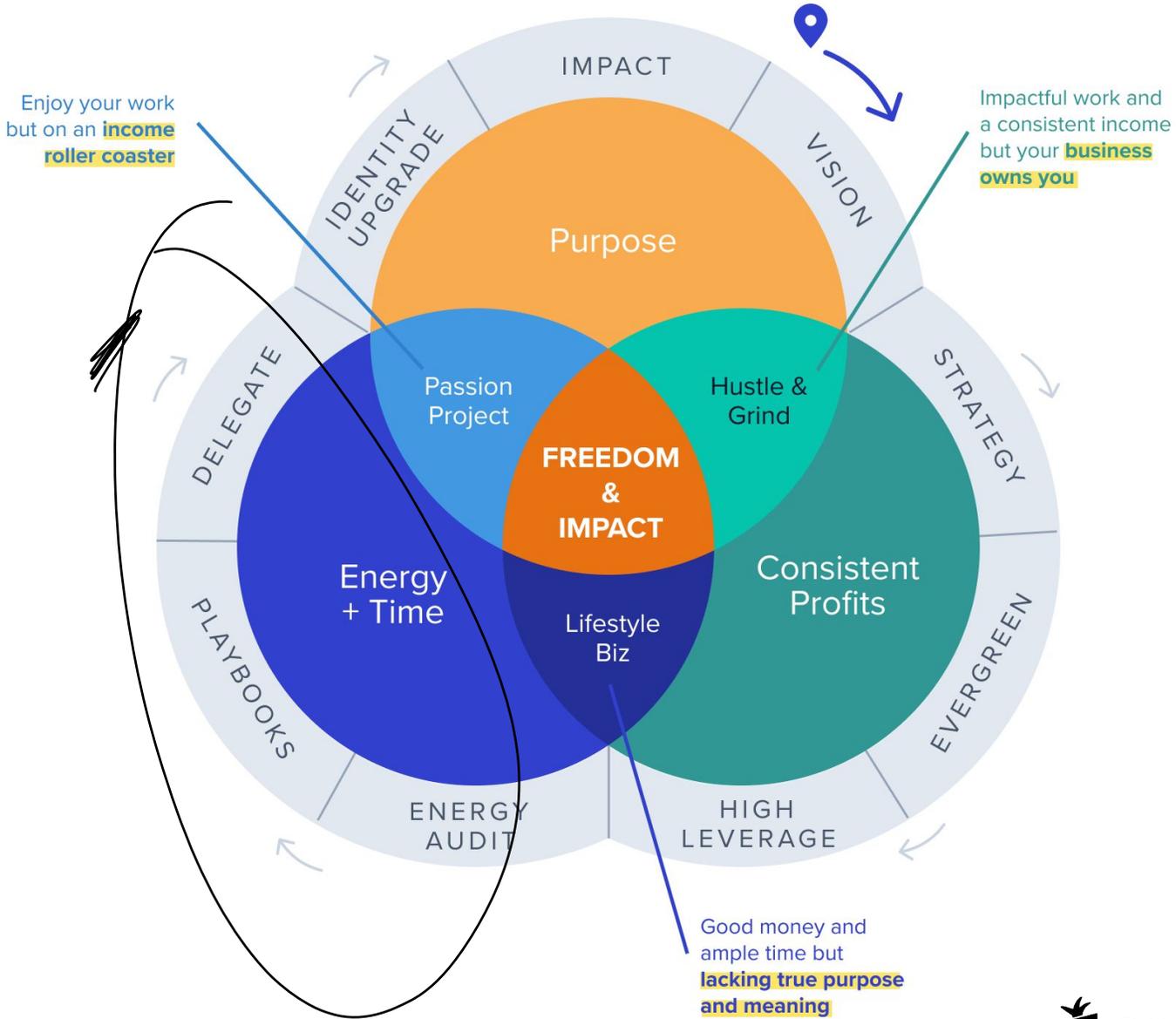


EPIC

CAMERAS ON | QUESTIONS READY | STARTING SOON

HOUSEKEEPING

ENTREPRENEUR FREEDOM FORMULA





DROP IN THE CHAT



WE WANT TO HEAR IT!

Two pencils, one grey and one wooden, are positioned diagonally in the top left corner of the slide.

ARE YOUR CUSTOMER REVIEWS *RANDOM* OR *STRATEGIC?*

PROBLEM



RANDOM COLLECTION



“IT’S HARD TO ASK”



GENERIC AND INEFFECTIVE



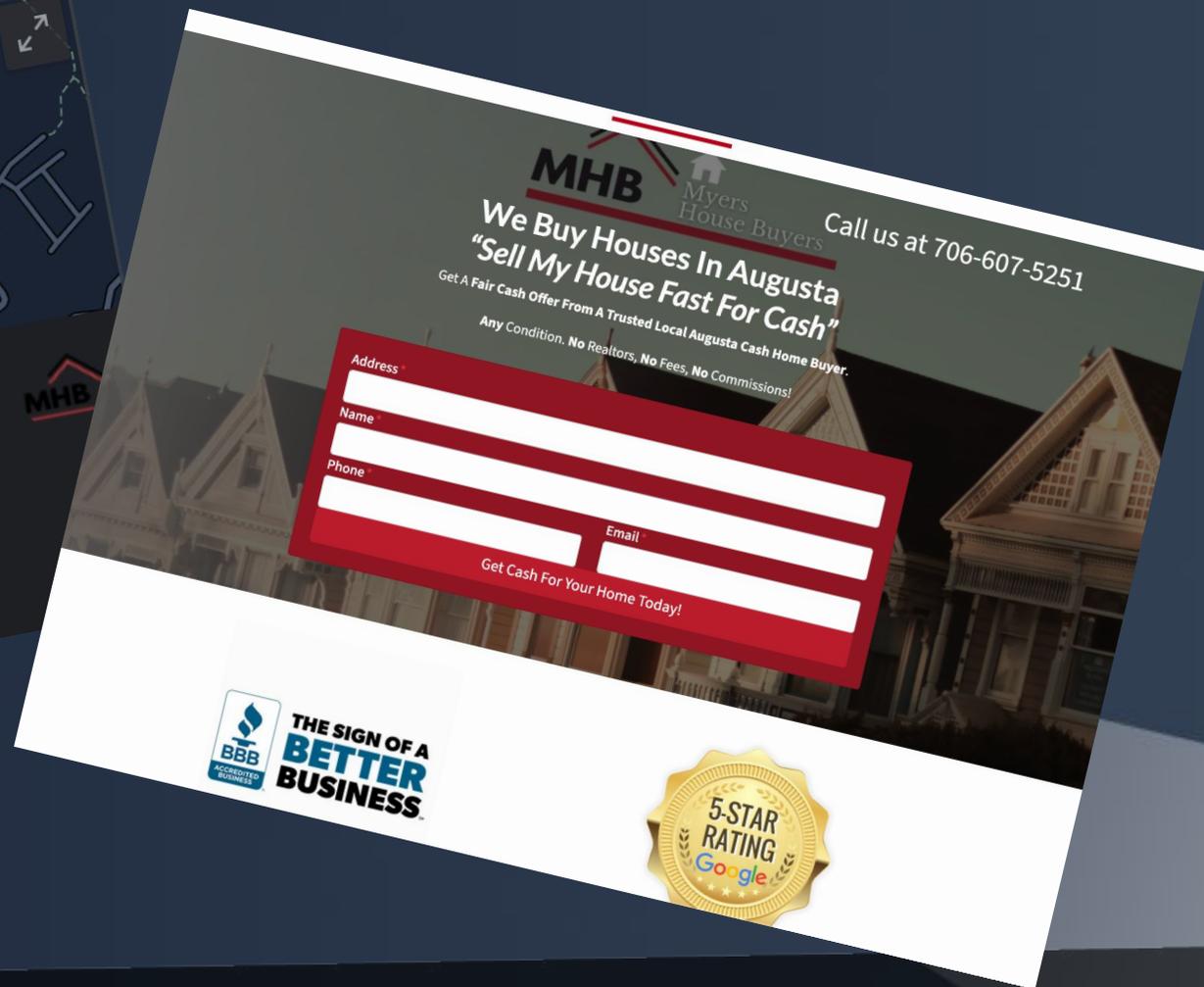
REVIEWS = “NEGOTIABLE”

Google



REVIEWS ARE *LOSING* YOU DEALS

STORY:



500+ REVIEWS IN 9 MONTHS?! PAUL MEYERS

PROMISE



SIMPLE & REPEATABLE



EVERGREEN



REVIEWS THAT PACK A PUNCH



HELP YOUR EEAT SCORE



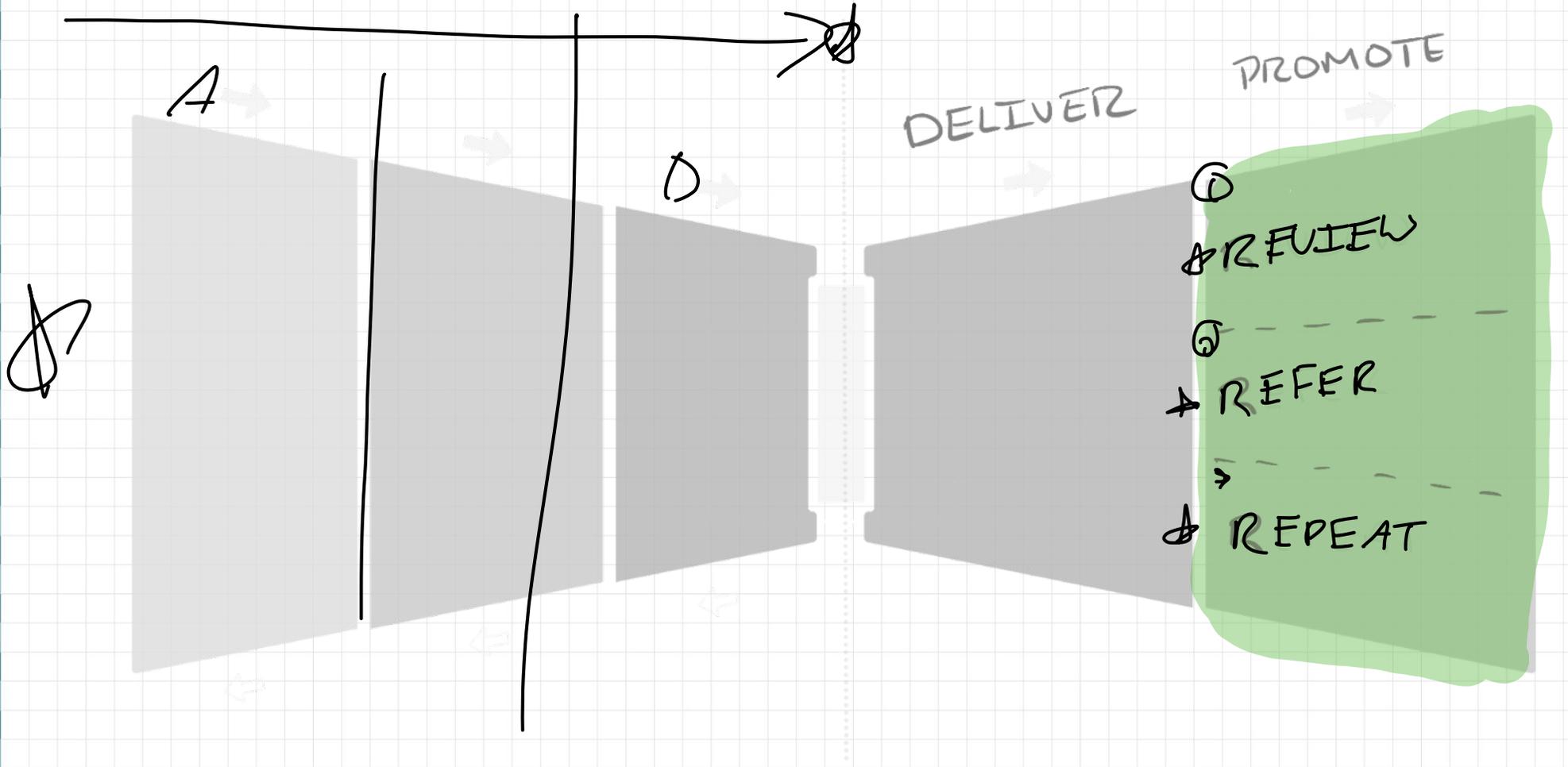
FIX 'LACK OF TRUST'

MODEL

NOTES:

How to Plan

CUSTOMER JOURNEY



JOURNEY OF A 'GOOD' REVIEW

Name:

UNDERSTAND THE DIFFERENCE BETWEEN AN AVERAGE REVIEW, VS A TESTIMONIAL THAT SHOWCASES THE CUSTOMERS JOURNEY, WHY THEY CHOSE YOU, AND HOW YOU SOLVED THEIR PROBLEM

Date:

GOOD REVIEW VS POOR REVIEW

'REVIEW' 1:

"THEY WERE GREAT TO WORK WITH."
- JOE CUSTOMER

'REVIEW' 2:



"THE PROCESS WAS MUCH QUICKER THAN I EXPECTED! THEY REALLY KNEW WHAT THEY WERE TALKING ABOUT AND ACTUALLY PAID A GOOD PRICE!"
- JILL SELLER - *Real Estate '2003*

WHAT TO ASK FOR

OPTIONS AVAILABLE TO THEM

WHY THEY CHOSE YOU

CHALLENGE/MOTIVATION

PROBLEM SOLVED/FINAL RESULT

REVIEW PLANNING

Name:

BRAINSTORM AND IDENTIFY AMAZING REVIEWS BY RECOGNIZING YOUR CUSTOMER OBJECTIONS AND THE STORIES THAT SHOWCASE HOW YOU OVERCOME THEM TO SOLVE THE CLIENTS PROBLEM.

Date:

OBJECTION	DONE	CUSTOMER/DEAL	HOW WE SERVED (OVERCAME OBJECTION)
"CASH OFFERS ARE TOO CHEAP- THEY'LL 'LOWBALL' ME"	<input checked="" type="checkbox"/>	JILL SELLER - MAIN ST, CITY	OFFERED HER \$3K MORE THEN COMPETITOR PRICING + CLOSED WITHIN THE WEEK- PAID FAST!
Low Ball Price	<input type="checkbox"/>	Jim 123 Oak	when dropped out, contacted, came
Will actually close?	<input type="checkbox"/>	SM	
Reliable	<input type="checkbox"/>	SM	
Speed	<input type="checkbox"/>	SM	
Deliverable	<input type="checkbox"/>		
Do I want to?	<input type="checkbox"/>		
Trust	<input type="checkbox"/>		
	<input type="checkbox"/>		

REVIEW GATHERING: PERSONAL

Name:

PERSONAL OR CHARACTER REFERENCES/REVIEWS CAN BE A GAME-CHANGER FOR YOUR BUSINESS BY BUILDING TRUST WITH POTENTIAL PARTNERS, CLIENTS, & INVESTORS, SHOWCASING YOUR INTEGRITY AND RELIABILITY.

Date:

CHARACTER

WHO TO ASK:

- Boss's
- Banker
- Insurer
- Mentor
- Realtor
- Co-Founder
-

HOW/WHAT TO ASK:

REVIEW GATHERING: CUSTOMER

Name:

CUSTOMER REVIEWS ARE A POWERFUL TOOL THAT HIGHLIGHT YOUR BUSINESS'S STRENGTHS AND VALUES, ATTRACTING NEW CUSTOMERS EAGER TO EXPERIENCE THE EXCELLENCE YOU PROVIDE.

Date:

WHO TO ASK:

- Past cust. 12 months
- Successful / Happy
- Non-Deals but happy

<u>skil</u>	-
-lower	-
-	-

HOW/WHAT TO ASK:

REVIEW GATHERING: EVANGELISTS

Name:

Date:

REVIEWS FROM COMPANY EVANGELISTS ARE A TOP-TIER. THEY'RE NOT JUST REVIEWS; THEY'RE A FORCE OF ENTHUSIASM THAT CAN TURBOCHARGE YOUR BUSINESS AND DRAW A LOYAL, ENTHUSIASTIC CLIENT BASE.

WHO TO ASK:

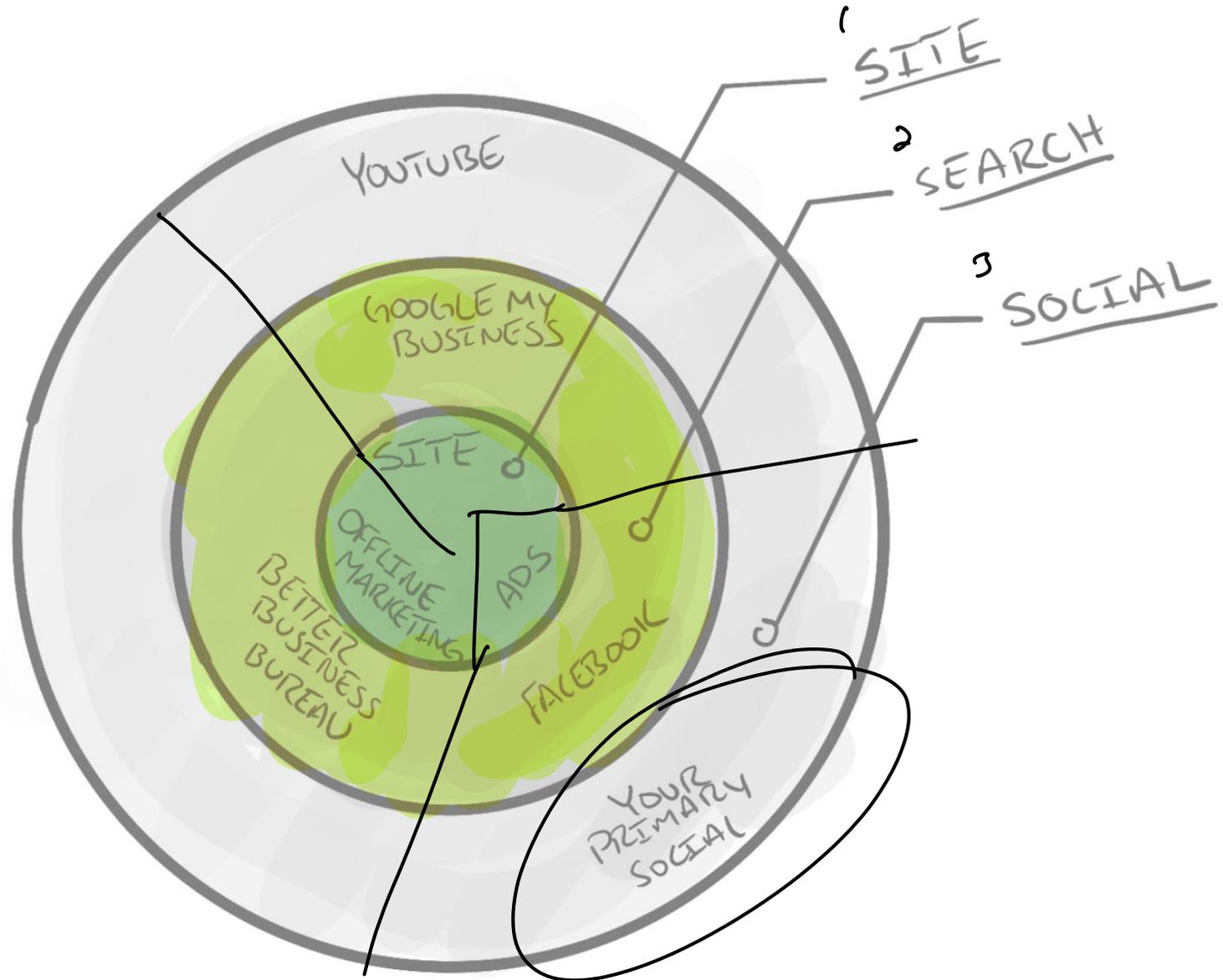
HOW/WHAT TO ASK:

REVIEW SHARING

Name:

WITH REVIEWS PLANNED AND GATHERED- WHERE DO YOU SHARE THOSE POWERFUL TESTIMONIALS TO GET THEM IN FRONT OF POTENTIAL CUSTOMERS, BUILDING CREDIBILITY, AND PROVING YOU AS THE BEST SOLUTION

Date:



KEY PRINCIPLES



SHOW TRANSFORMATION



COMBAT OBJECTIONS



RULE OF 15 (ON EACH PLATFORM TO START)



ROTC
FA
BBS

FILTER & AUTOMATE



RELEVANCE > VOLUME

RESOURCE

Download your **REVIEW PLANNING WORKSHEET**
and references from the EPIC Portal and Drive folders!

QUESTIONS & TAKEAWAYS

NOTES:

NOTES:

NOTES:

NOTES:



carrot.com/epic