



Verifiedcredible.com, Importance of Testimonials

The testimonial is one of the most persuasive tools that you can use when writing copy. [Testimonials are reviews written by people who have purchased your product or have used your service.](#) The testimonial is feedback of what the individual thought about your problem. This information can be shared with others. Testimonials are beneficial for potential customers as well as providers. **Testimonial verification** can help customers figure out that a company offers good quality products. Testimonials can help the company insure the customer that their products are worth buying which can result in sales. Therefore, customers and businesses and companies should all take advantage of testimonials in different ways.

[Testimonials are extremely important](#) and can be used as a persuasive selling tool. Testimonials can be used to convert potential customers into real customers by assuring them that you are providing good quality products and services by word of mouth from actual customers that have experienced your products and services first hand.

[Potential clients and customers will read the testimonials](#) and discover that individuals with the same needs as them were completely satisfied by the service or product therefore they will believe that the service or product will satisfy them as well. This is kind of like using another individual as a guinea pig to determine whether or not the product or service is worth the money. New customers will be much more comfortable purchasing from your company because they know they are one of many customers instead of taking risks on their own. This can easily make customers feel more trusting and comfortable. It also makes them more willing to purchase products or services from you.

Testimonials in which the customers are hesitant at first and your product or service overcame their hesitancy tend to be more effective. This is true because most of the time all first time customers are hesitant when doing business with a company for the first time. Therefore, a testimonial in which a customer is hesitant puts them in their shoes and helps them overcome the fear of doing business with a company for their first time. This information can eventually lead to a sale.

Testimonials are also extremely good for providers. [Testimonials](#) will help turn potential customers into actual customers which is a good thing but the feedback is also important in itself. This feedback gives the customers the opportunity to be responsive but it also shows customers that you are responsive as well. This is good because happy customers will be customers again and again and they will also tell their friends about you. The customer will be able to leave honest feedback that will eventually get back to other customers. So as long as you are selling quality products or services then you can rest assured that this feedback will help increase your sales. The customers will also respect the fact that you are accepting their input into your products and services.

You can use testimonials to build and develop your service or product image. As a service provider, you know what quality and value you are bringing to the clients and customers. However, the testimonials will allow you to figure out what value you are actually delivering to your customers.

The testimonials will also help you show your potential customers what quality and value that you deliver to your customers. This is extremely important to insure that you'll end up getting the sale at the end of the day.