

SHOWCASE CURRENT CLIENTS TO ATTRACT NEW ONES



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Do you have “happy” customers? You know what I mean; the ones who are loyal and continue to buy from you time and time again? Why not leverage the success of those customer relationships to gain new customers to further develop your business? Your satisfied customers are the most powerful and credible tool you have to help sell your product or service, and a case study is an excellent way to showcase your best customers.

A case study tells a short story of your customer’s satisfaction with the product or service you have provided, while illustrating what’s new, unique, special, or different about you and your company at the same time. Regardless of the features, or even the benefits, of your product or service, prospects want to know the bottom line, and that is, what results have you provided for others that you might also be able to provide for me?

Writing a case study doesn’t have to be complicated and can actually be quite simple if you follow this basic formula -- customer name; business challenge; solution; result; and testimonial.

For example, in my business, I provide a new business development program called The Blitz Experience® that empowers salespeople to schedule appointments with qualified prospects the day of the training, resulting in a pipeline full of new opportunities at the end of the day.

I MIGHT PUT TOGETHER A CASE STUDY LIKE THIS:

Customer: ToolWatch

Business challenge: In order to increase sales, ToolWatch needed a methodology in which to build the pipeline with new opportunities in an effort to close more business.

Solution: We provided The Blitz Experience new business development program to empower ToolWatch salespeople to schedule appointments with qualified prospects the day of the training.

Result: Within 90 days of The Blitz Experience, ToolWatch generated more than \$79,000 in sales as a direct result of the appointments scheduled during their Blitz Experience, enjoying an ROI of more than ten times their investment in the program.

Testimonial: “Thought you would like to know the guys here appreciate you. And of course, you will always be my favorite Blitz Master!” -Michael Norton, CEO & Founder CanDoGo, and Sales Consultant for ToolWatch

It is important to quantify the results by referring to specifics, such as “more than \$79,000 in sales as a direct result of the appointments

scheduled during The Blitz Experience, led to an ROI of more than ten times their investment.” It is also very powerful if you can speak to how your solution has affected the profit of your customer.

It’s a good idea for you, or someone in your company, to write the case study, rather than for your customer to write it, for a couple of reasons. First, it makes it easy for your customer to simply review and approve what you’ve written, rather than taking the time to write the case study, which may not happen in the timely fashion you’re hoping for. Second, by writing the case study, you are in control of the message you want to convey; and can speak specifically to the points you want to get across to your audience, or in this case, prospects.

You can also write the testimonial, as if written by your customer, if it isn’t already available from your customer, as long as you have permission to do so.

Other things to consider are that your case study should be no more than about 100 words and should easily fit on one 8-by-11-inch page. Case studies are also a great sales tool to display on your company Web site, in your marketing materials and company press kits. If you have a low budget for marketing materials, case studies are ideal because you can simply print them on company letterhead and they are still very effective in creating curiosity, conveying your message, and gaining credibility.

As you can see, regardless of the size of your company or your marketing budget, you can leverage the relationships you have with your happy customers by building effective case studies. This powerful tool will attract new customers and aid in your efforts to continue to develop your business.

And, after all, that’s what it’s all about, right? 

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