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# Scaled Priority List of Ways to Promote Cablevey with Customer Testimonials, Video & Photo Shoots – and more!



## Testimonial How-to

I testify! Cablevey is the best thing that ever happened to me or my business in my life – it's the truth and the gospel...I ain't lyin'!

The basic idea is we want to get people, other than us, to say great things about Cablevey – and we can't make this stuff up – like the guy from Brazil that Fernando talked to who said he's been using our systems (1 system?) without replacing the cable (really?) since 1994!

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## *You can't make this stuff up!*

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Most of the time our target Testimonial prospect has to have used our stuff to give us this type of feedback. When they do we need to hop on it – get on the phone and call Karl or Hillary – to call this customer and ask them if we can use their testimonial in our marketing.

Sometimes it's better to just ask in advance – like when you're closing a sale and the customer asks for a discount or some other concession from you. You want to turn to them in all earnestness, look them in the eye, and say "Yes I can..." followed by "...if you would be so kind as to talk to our Marketing Dept./Karl and tell us your experience using our system 3 months after it's been commissioned." (Some variation of this is AOK).

What I do next is call them and try to engage them further by asking some questions about their experience using our equipment and how long they've been using it:

**Me:** *How long have you been using our equipment?*

**Them:** An eternity!

**Me:** *What are you conveying?*

**Them:** Big Honking Macadamia Nuts.

**Me:** *What do you like best about it?*

**Them:** Never have to do nuthin' – just keeps on running.

**Me:** *Would you recommend it to other Macadamia Nut processors?*

**Them:** You bet – then I'd have to kill'em for stealing my best kept secret...

Then I'd translate that into a short testimonial and ask the customer to approve of it – something like this:

"We've been using the Cablevey system since 1971 with no problems and little maintenance to move Macadamia Nuts, except for when a large feral chipmunk got inside it and stopped operations until we got him out – alive! It's been great – minimal breakage and cost-efficient. We'll be buying more when we move to our new plant."

~Hieronymous Bosch  
Macadamia King

Once the customer approves the Testimonial we put it in our marketing materials – on our site, in brochures and Sales Manuals.

- So, please let your customers know, we want/need/value their opinion.
- Let them know they'll be receiving a call, email or smoke signal from Cablevey Marketing very soon.
- Send us their contact info, and ideally, a good time to contact them.

**We'll do the rest!**