

THE CUSTOMER SUCCESS STORY | SELLING BY EXAMPLE

Next to white papers, customer success stories – or case studies – are the most popular tool in the technical marketer’s toolkit. That’s because they’re one of the most powerful tools available to your sales force.

WHY CUSTOMER SUCCESS STORIES WORK

Why are they so popular? *Because they are compelling to prospective customers.* References and testimonials are great things to have but customer success stories flesh out those testimonials and give them teeth. And if you match the case study customer’s industry to the prospects, it’s clear to prospects that your company knows how to successfully operate in a given market.

USING THE CUSTOMER SUCCESS STORY

How can you use your completed stories? Some ideas:

- **Post them on your website.** The more you have up and the more frequently you post new ones, the more often spiders will find you and you’ll move up in the search engine rankings.
 - **Include them in sales kits.** If you have a lot of case studies, print them and include them in a thick notebook. This is quite impressive during sales calls.
 - **Make them searchable.** Encourage prospects to go online and search your case studies. Use parameters like vertical market, products, or customer challenges.
 - **Use them as marketing support for resellers and integrators.** The easier your product is to sell, the more resellers and integrators will push your product when they talk to their own customers.
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WORKING TOGETHER

I’ve written over a hundred customer success stories. I will interview your customers quickly, thoroughly and thoughtfully to understand their challenges and how your product helped them. You’re welcome to be on the call with me or I can conduct the interview myself. Then I’ll draft a customer success story for your approval, you’ll send it to the customer for their approval, and you will have a completed customer success story that will persuade even more prospects on how your company can solve their pressing business needs.