

5

Great Tips

to Create
Compelling
**Customer Success
Stories**



5

Great Tips to Create Compelling Customer Success Stories



Get the word out.

**Your customers
succeed where others
fail.**

Use their stories, their successes, and their enthusiasm to drive new leads, new sales, and higher retention.

Here are five great tips to help you create compelling Customer Success Stories that will help convince prospects that your product or service can deliver the success they're looking for.



Make it Easy to Participate



Recruiting your best customers to participate in a success story can be a challenge.

They are just as busy as the rest of us, and they may be concerned about how their story will be used.

Reassure them that you will minimize their time investment by developing the draft success story on their behalf. Provide them with a release form that clearly states how you will use their story for your marketing purposes. Let them know that they are in control.

These techniques have helped us to achieve participation rates as high as 75% with our clients' success story programs.



Choose the Right Format



Success stories can be captured in a variety of formats to achieve different results.

Choose the format that is most effective at reaching and educating prospects at a specific point in the sales cycle.

Several bulleted, one-page success stories on your website help prospects quickly see that success is the norm amongst your customers. A diverse set of stories improves your chances of creating a 'That's my situation too!' response.

Longer, more detailed stories will help prospects understand exactly how a customer applied your solution to achieve their success.

Consider creating two versions of each customer success.



Focus on the Customer



Your collateral already communicates the features and benefits of your solution.

Let the customer and their situation be the focus of your success stories.

Use success stories to shine the spotlight on your customers. Provide information on their business, their specific challenges, how they used your offering to solve them and the success they achieved as a result.

Help your prospects experience what success will feel like when they follow in your customers' footsteps.



Make it Real

4

Quotes from your customers will make their success stories 'come alive'.

Include a photo to strengthen the prospect's connection with the customer.

Communicate your customers' sincere enthusiasm for your offering by including 2-3 quotes in each success story, along with the name and title of the customer being quoted. We are often amazed at what customers say about our clients.

Whenever possible, put a face to your customer successes. Include a photo of the customer or their team in each story to help prospects connect with their experiences.



Maximize the Value of Each Success



Written success stories are just the starting point.

Explore other ways to tell your customers successes to generate new sales.

Once you have a success story, post it to your website and create print copies for your sales team. If you have several, offer guidance to sales regarding which stories are the best fit for different prospects.

But don't stop there. Consider asking your customer to participate in a video interview, an ad, an online seminar, or an in-person event where they can provide more detail on their success story. And help you move sales through your pipeline.



5

Great Tips

to Create Compelling **Customer Success Stories**

1. Make it easy to participate
2. Choose the right format
3. Focus on the customer
4. Make it real
5. Maximize the value of each success

Promoting your customers' successes can reinforce the messages your sales team is communicating to prospects - and help move them more quickly through your pipeline.

Whether you're just starting to consider a customer success story program or you already have a number of success stories in place, we encourage you apply these tips to make each story more effective and increase the impact on your sales efforts.

At Altitude Management, we have helped our clients to implement a number of highly effective customer success marketing initiatives. If you have a question about these tips or if you'd like some assistance maximizing the marketing value of your successful customers, give us a call.



*"Altitude Management goes **well beyond the 'one-off' case study.** They provide tools to help our sales team find the right study to present to a particular prospect and they recommend ways to **incorporate the 'voice of the customer'** into our other marketing initiatives."*

Stuart Robertson
General Manager
ShareBuilder 401(k)

Visit us online at www.altitudemanagement.com
or call us at **(613) 729-9053**.

