

## SALES & MARKETING | Guide to Asking Past Customers for Feedback

In asking for feedback, you are able to identify gaps in your customer experience and you will be able to get referrals!

**Step 1:** Ask: Are they still happy? Do they have any concerns? Genuinely find out if they are still delighted Is there anything you would suggest I do differently to make your experience an even better one?

**Step 2:** Ask questions to discover if your customers understand the full breadth of your products and services.

**Step 3:** Close off with a compelling friends and family offer (ask for the referral).

Here is a sample script:

“We love working with people just like you! Over the years we have found that our best source of new customers is when customers like you refer us to your friends. With that in mind I would like to offer you a very special friends and family discount—only available to you or someone you refer.”

Make it easy for them give them a card or an email they can forward.

