

ULTIMATE REVIEW REQUEST CHEAT SHEET

Use this cheat sheet to get better reviews

3 TIMES TO ASK

1. Right after engagement (experience-focused)
2. 7 days later (product-focused)
3. Lifecycle stage change (long-term customers)

6 TYPES OF REVIEW REQUESTS

1. Easy, quick (use numbers, e.g. "30 seconds")
2. Tell why you care
3. Relevant timing
4. Focus on a value prop (e.g. "best selection")
5. Focus on facilities
6. Competitive comparisons

13 INTERCHANGEABLE REVIEW REQUEST TEMPLATES

1. [Name], it was great to have you [interaction with business] today! Would you mind taking a moment to leave a review? [Explain why it's meaningful to your business].
2. I'd love to learn why you decided to [insert action].
3. Our [insert specific team] would appreciate any feedback you have.
4. Would you mind taking [insert timeframe] to leave us a review? We've made the process quick and easy, just click here to get started.
5. We've made the process quick so it should only take [insert timeframe].
6. [Customer name], happy [insert time period] as a customer! In that time we hope you've had the chance to [insert experience or use of facility].
7. Hey, [Name]! All of us on the team here are thankful for [insert customer/client etc. relationship] and we'd like to know what stands out for you.

8. We pride ourselves on [unique value proposition] and we'd love to hear how this impacted your experience.
9. Congratulations on your new [insert product].
10. We recently upgraded our [insert upgrade] and we're looking for feedback. How was your impression of [new upgrade]?
11. Your feedback is how we know we are achieving [target objective], and helps us identify opportunities for improvement.
12. Good or bad, I'd love to get your feedback.
13. We would really appreciate it if you could share how we compare to other [insert industry] businesses in the [enter city] area.

HOW TO ASK

1. Text message
2. Use a 10-digit number with a local area code
3. Email if text is not feasible

REVIEW SITES

1. Google
 2. Facebook
 3. Industry-specific review sites
- *Yelp does not allow review solicitation*

PLAY BY THE RULES

Risks: fines, mass review removal

1. Selectively soliciting reviews is against FTC policy
2. It's viewed as false advertising
3. De-risk by asking every customer and don't block negative reviews or filter unhappy customer to internal surveys (gating)

3 PSYCHOLOGY TIPS

1. Human like numbers - use them
2. Relevance & personalization get attention
3. Unhappy customers have a natural motivation to leave reviews. Happy customers need to be asked

4 EXECUTION SECRETS

1. Use SMS
2. Automate with CRM integration
3. Trigger off CRM events
4. Eliminate human error/laziness

5 PERSONALIZATION TIPS

1. Use customer & rep's first name
2. Product/service purchased
3. Details from the experience
4. Department utilized
5. Time of year

6 WAYS TO SEGMENT

1. First-time customers
2. Repeat customers
3. By lifecycle stage
4. By product/service
5. Department
6. Event participation

BONUS FORMULA: PERSONALIZATION + BUSINESS + ENGAGEMENT + WHY + ASK

e.g. **Sam**, thank you for stopping by **Cityside Auto** today. **This is Tom**, and it was a pleasure to work with you. **Congratulations on your new vehicle!** We value customer feedback as it helps us learn how to **improve** and **grow**. Would you please **take 30 seconds to leave a review?**