

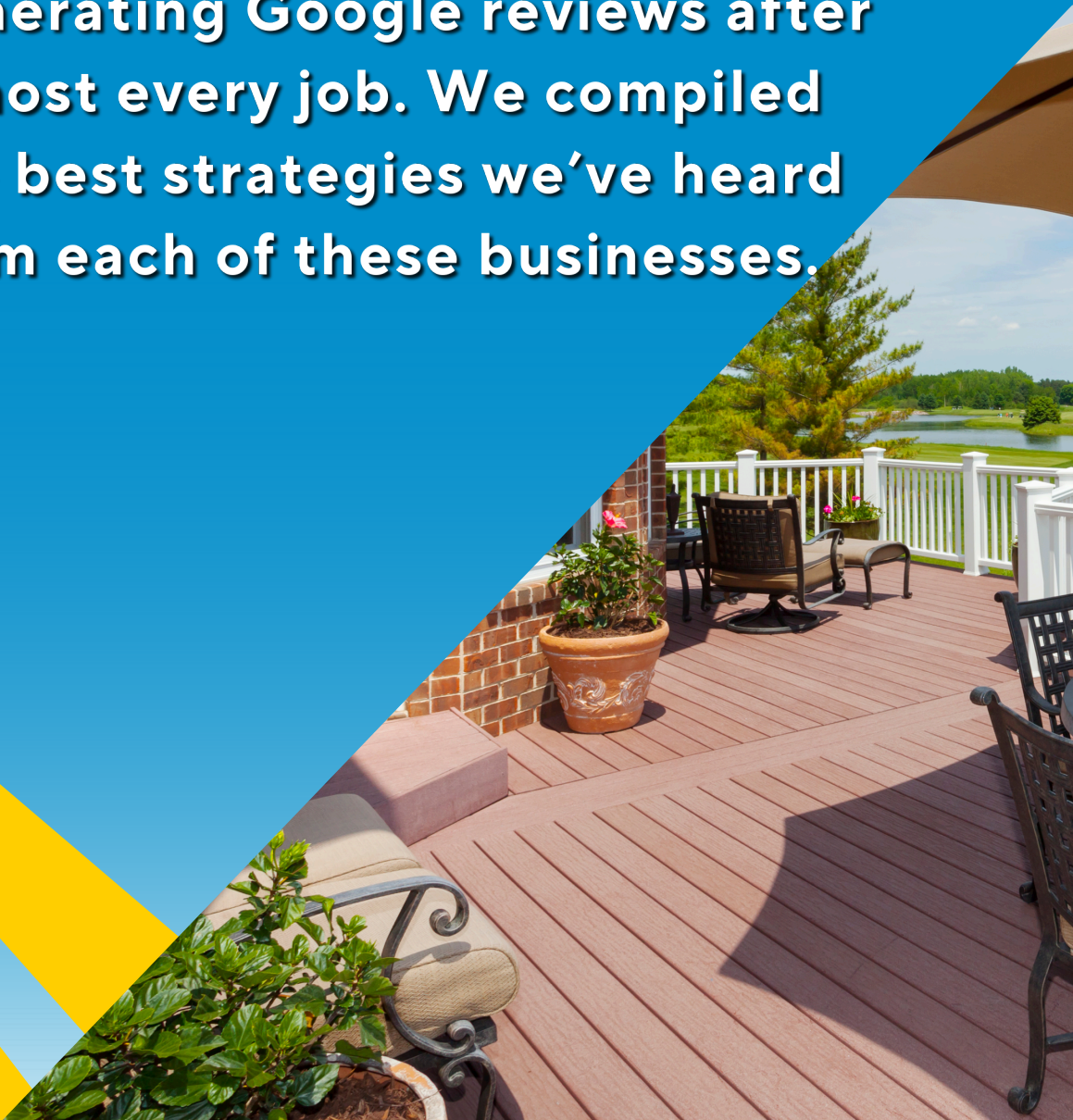


***BEST PRACTICES FOR
GENERATING***

**GOOGLE
REVIEWS**

SUMMARY

Below are the steps we have created over time after speaking with many different home service businesses that were consistently generating Google reviews after almost every job. We compiled the best strategies we've heard from each of these businesses.





STEP 1

HAVE SALESPERSON ASK

Once your salesperson gets confirmation from the lead that you have been selected to do the job, ask the customer, “If we do a great job and you’re thrilled with the job we did, would you be willing to leave a review for us on Google?”



CLIENT TESTIMONIAL



STEVE KIRK
PRESIDENT - PREMIERE DECK



**"FENCE & DECK
MARKETERS HAS DONE AN
AMAZING JOB OF
BOOSTING OUR ONLINE
PRESENCE AND CREATING
LEADS FOR OUR COMPANY.
I WOULD HIGHLY
RECOMMEND THEM."**

STEP 2

HAVE SUPERVISOR/PROJECT MANAGER FOLLOW UP ABOUT REVIEW


Once the job is complete and you're walking through with the customer and they seem very happy with the work, say "when we first started the project, we asked if you'd be willing to leave us a review if we did a great job. If you feel that is the case, would you mind leaving us a Google review?"





IF THEY SAY YES!

The ideal method would be to say, “great, can I send you the link now while I’m here?”




You will need to have the review link handy so they could send it while they were there.

BONUS #1

if you say something like “our company is doing a contest and whichever crew gets the most reviews, we get free lunch.” People are much more likely to help the guys who have been working hard to finish their project than the owner or management.

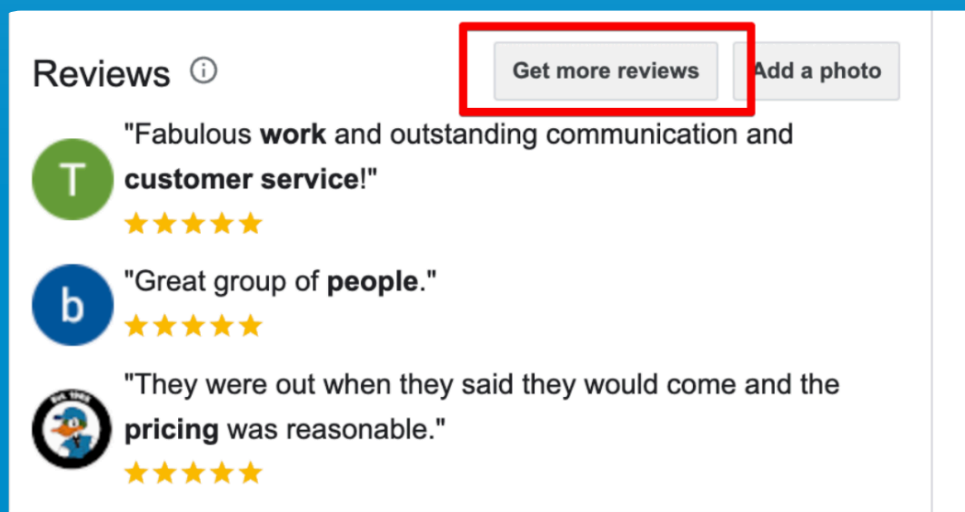
BONUS #2



You could also offer a free gift card (\$50 or so) if they’re willing to leave the review. Then they could leave the review while you’re standing there, and then they get the gift card right away.



You can get the review link once you login to the Google Business Profile. Once you're editing the listing, you can scroll down to the bottom of the listing and click "Get More Reviews". Copy this link.



Bonus: use a card system like one of the following:

[Tap Tag](#)

[Zappy Cards](#)



CLIENT TESTIMONIAL



JOSE UGALDE
FOUNDER - TRUEDECKS



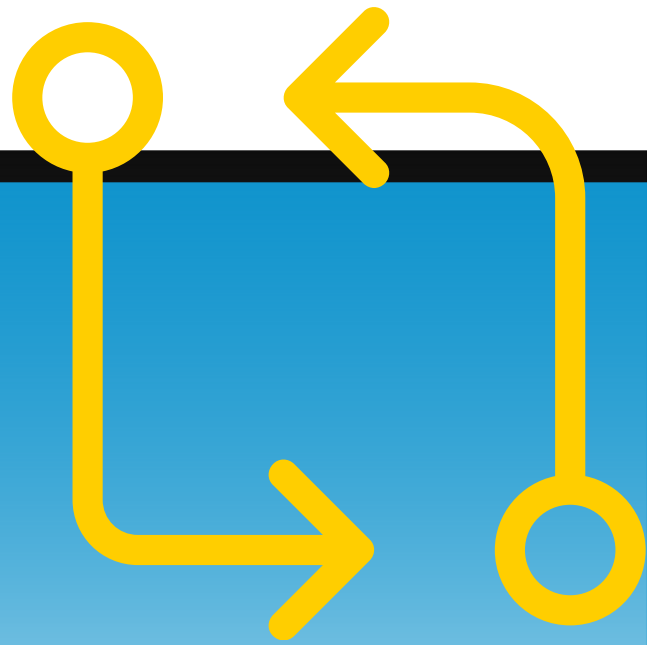
**I'VE OWNED TRUEDECKS
FOR ABOUT 24 YEARS NOW
AND WE RECENTLY HIRED
ALEX TO HELP US GET
THINGS TO THE NEXT
LEVEL AND IT'S BEEN
GREAT SO FAR.
WE'RE VERY HAPPY TO
HAVE YOU.**

STEP 3

HAVE THE RECEPTIONIST/SALES PERSON FOLLOW UP ABOUT REVIEW

If the above steps don't go smoothly or the customer still doesn't leave a review, a receptionist or someone from the office will need to follow up.

First, have someone internally send a text message that follows up about leaving a review. Include the review link in the message.



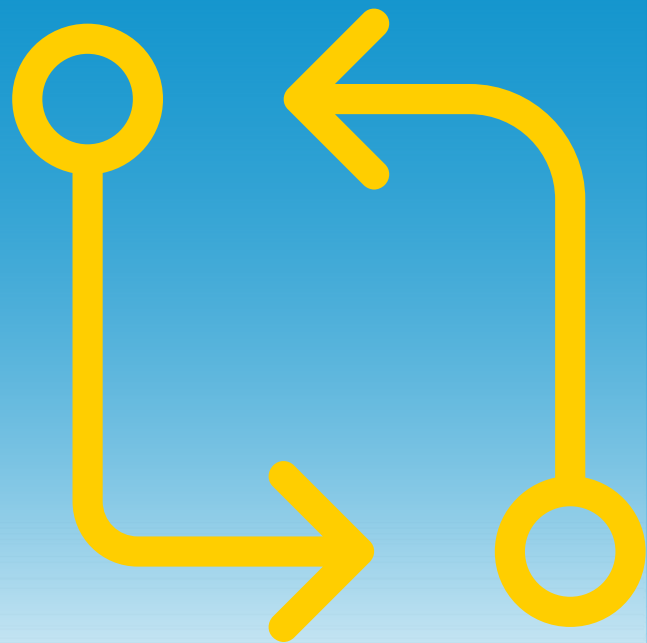


▶▶ If they don't respond after a day, give them a call.

▶▶ If they answer and agree to leave a review but don't, follow up the next day.

▶▶ If they don't answer the call, set a reminder to follow up another time on another day to try to reach them.

▶▶ Try reaching them 3 different times before giving up.



CLIENT TESTIMONIAL



WESLEY TRIBBITT

PRESIDENT - LEADING EDGE GATES & CONTROLS



**THE AMOUNT OF LEADS,
THE AMOUNT OF
CALLS THAT ARE
COMING IN, JUST SPEAKS
FOR ITSELF. IT REALLY
REALLY DOES.
IT'S BEEN FANTASTIC.**



THAT'S IT!

I know it's a lot of steps, but we have seen businesses get great results with this.

It's worth a try! 😊

