

Getting the Good, Dealing with the Ugly

Rick Brewer



Introduction

Your Host

- 25+ years Marketing and Sales
- 9 Years One on One Consulting
- 260+ Keynotes
- 20 Books on the topic of Marketing/Sales



Outline for Today

- Review Overview
- History of Reviews
- Importance of Good Reviews
- Getting More Good Reviews
- Dealing with the Bad Reviews
- Setting the Bar for Reviews



Review Overview

REVIEW OVERVIEW

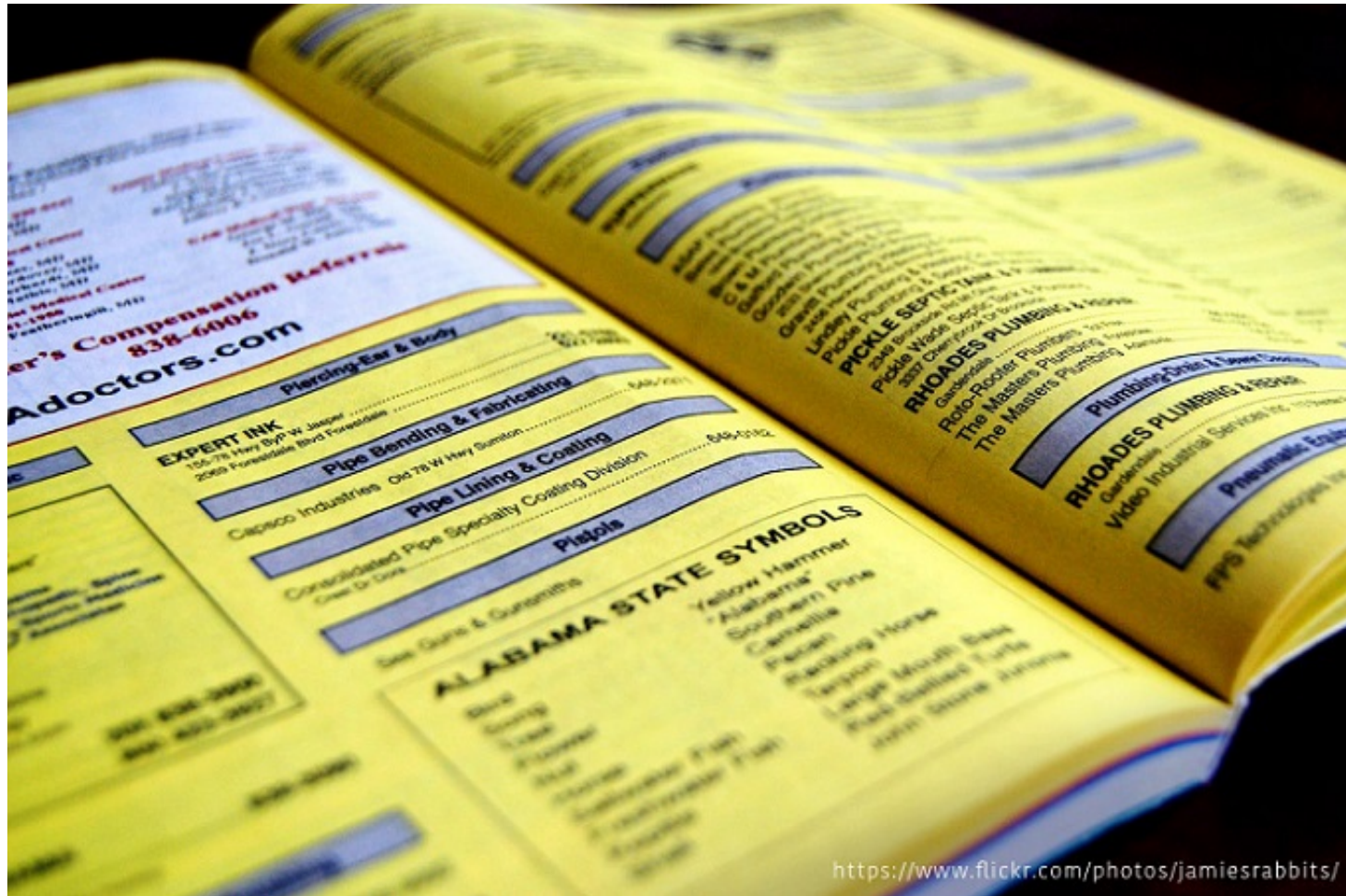
Why do they mean so much to us?



REVIEW OVERVIEW



REVIEW OVERVIEW



REVIEW OVERVIEW



REVIEW OVERVIEW



REVIEW OVERVIEW



Reviews....A History

REVIEWS - A HISTORY



REVIEWS - A HISTORY


Rate it all!



REVIEWS - A HISTORY



REVIEWS - A HISTORY



REVIEWS - A HISTORY



Importance of Good Reviews

IMPORTANCE OF GOOD REVIEWS



RULE:

You can **NEVER**
have too many
good reviews



IMPORTANCE OF GOOD REVIEWS

- Your good reviews are targeting the unknowing consumer
 - Hasn't bought from you before
 - Perhaps doesn't buy frequently
 - Looking to trust, but needs a nudge to take the first step



Getting More Good Reviews

GETTING MORE GOOD REVIEWS

Step 1 - Decide where the best reviews should be.

Google



GETTING MORE GOOD REVIEWS



<http://google.com/mybusiness>



GETTING MORE GOOD REVIEWS



Google
Analytics

<https://www.google.com/analytics>



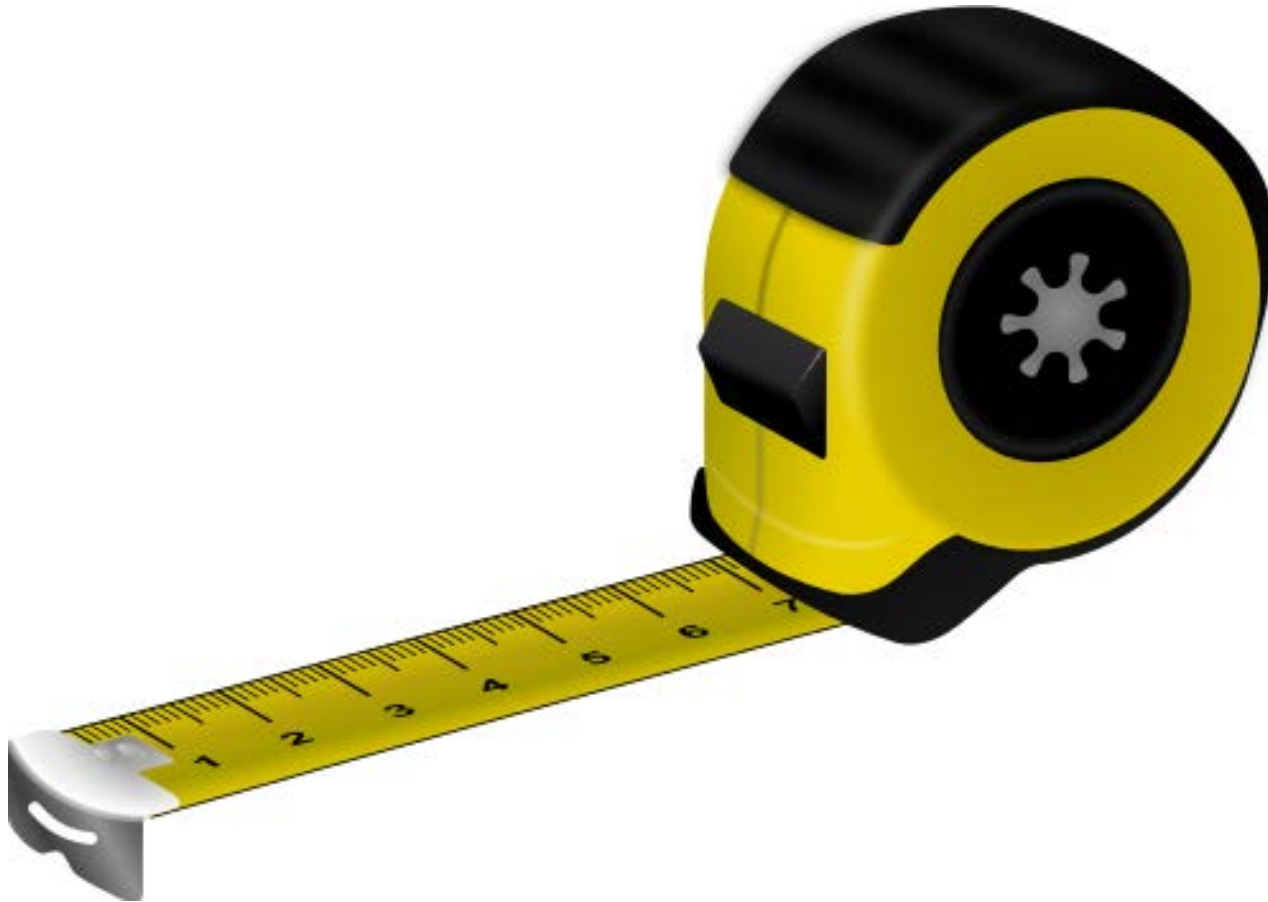
GETTING MORE GOOD REVIEWS

Step 2 - Make sure you outline a good process.



GETTING MORE GOOD REVIEWS

Step 3 - Measure



Step 4 - Use them everywhere



Dealing with the Bad Reviews

DEALING WITH THE BAD REVIEWS

Step 1 - Don't over react.



DEALING WITH THE BAD REVIEWS

Step 2 - Reach out.



DEALING WITH THE BAD REVIEWS

Step 3 - If it is not legitimate, ask the host to remove it.



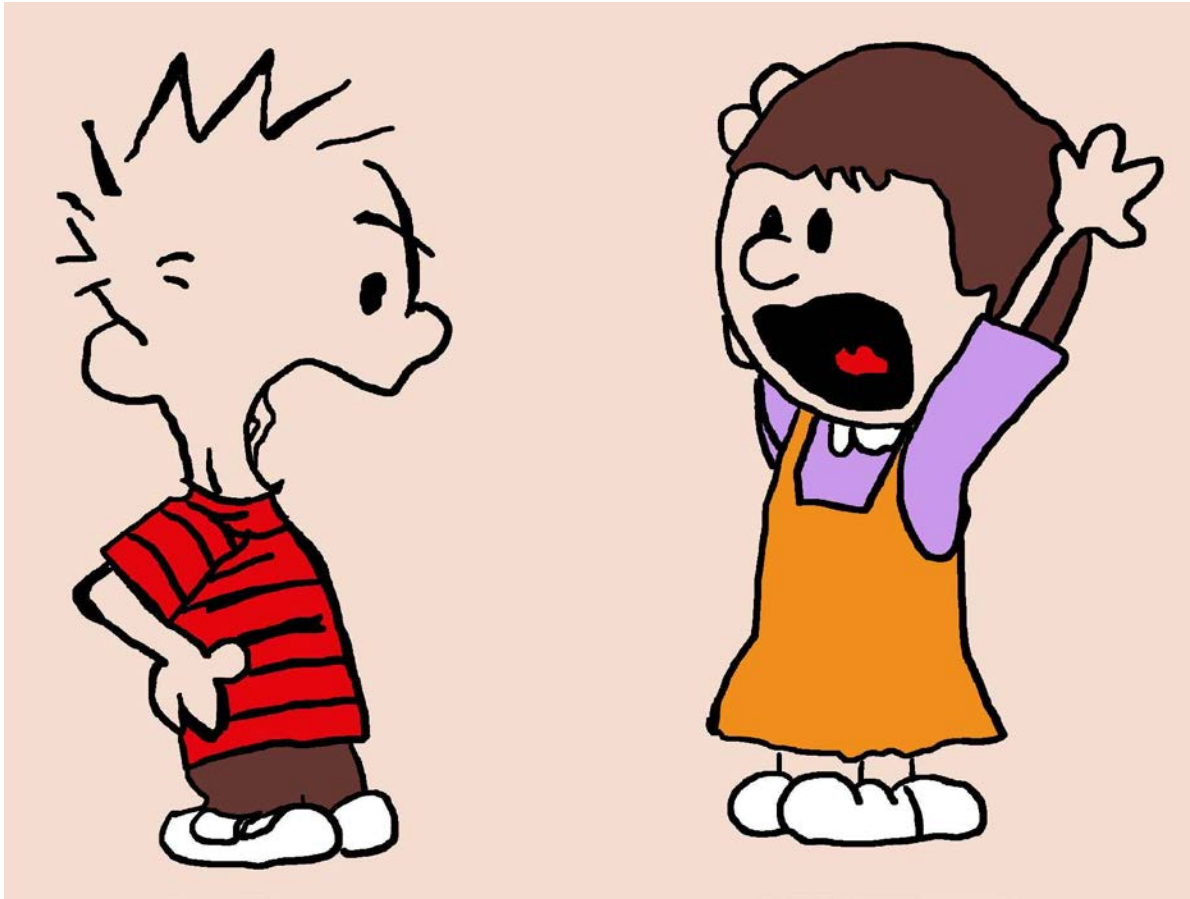
Step 4 - Respond with kindness and humanity.

CHOOSE
kindness



DEALING WITH THE BAD REVIEWS

Hint - Don't get in a war.



Setting the Bar for Reviews

SETTING THE BAR FOR REVIEWS

- How many does your highest competitor have?
- How many should you have?
- Gamify it



Questions?

Email: Rick@GetMoreBrides.com

**Handouts are available at:
FTDi.com/FTDUniversity/WebinarMaterials**

**Webinar will be available to view at:
YouTube.com/FTDMercuryNetwork**