



How to Harness the Power of Your Reviews to Increase Sales



A good review is a sales team member you didn't have to train, pay, or gently remind to update the CRM. It's also the most brilliant marketer you have.

Hopefully you're already collecting positive reviews.

But it's likely you read them, feel good for 12 seconds, and then they sit quietly on Google, Facebook, Yelp, or LinkedIn, where they only do half the work they could be doing for you.

That's a missed opportunity.

When someone says something specific and positive about your business, they're giving you language you can use to build trust with future customers. And they're saying it in a way that sounds more believable than anything you could write about yourself.

This week, take 30 minutes to turn your best reviews into business-building tools.

Start by Finding Three Strong Reviews

You don't need hundreds of reviews to do this. Start with three.

Look for reviews that include details. "Great service" is nice, but "They helped us solve a scheduling issue in one afternoon" gives you something much stronger to work with. Specific reviews show what problem you solved, what the experience felt like, and why someone would choose you again.

Pull reviews from places where customers already talk about your business, such as Google, Facebook, LinkedIn, industry directories, survey responses, thank-you emails, or testimonials sent directly to you.

As you read, ask yourself:

- What problem did this customer have?
- What did we do well?
- What words did they use to describe the experience?
- Would this help a new customer feel more confident?

Remember, the best review isn't always the longest one. It's the one that removes doubt and encourages others to give you a try.

Turn One Review Into a Social Media Post

Take one review and build a short post around it. You don't have to overthink it. Start with a sentence that names the problem or outcome, share the review, and close with a simple reminder of who you help.

For example:

"One thing our customers appreciate most is knowing they can get a quick answer when they need urgently. **<Introduces the solution you provide or aim to provide.>**

We loved this recent feedback from a client: ‘They responded the same day, explained everything clearly, and helped us make the right decision without pressure.’ **<Review>**

If responsiveness matters to you, that’s something we take seriously.” **<Reminder of who you help—either the demographic or the needs that your audience has in common.>**

Trust is trust and adding the language around the review (instead of just dropping it in there) helps you frame it so that someone who has that problem or identifies with what you’re saying will perk up and listen.

Add Review Language to Your Website

Your website shouldn’t make people hunt for proof that you’re good at what you do.

Add a short testimonial to your homepage, service page, booking page, or contact page. Place it near the action you want people to take. If you want them to request a quote, add the review near the quote form. If you want them to schedule a consultation, place it near the scheduling button.

A strong testimonial at the right moment can quiet the little voice in your prospect’s head that says, “Will this be worth it?” or “Are these the right people?” or “What can I expect if I work with them?”

Reviews help answer those questions.

Use Reviews in Sales Conversations

Reviews are useful beyond marketing. They can help with sales, too.

If a prospect is concerned about response time, pricing, quality, communication, or results, share a review that speaks to that concern. You don’t have to sound scripted. You can simply say, “That’s a common question. One of our customers mentioned something similar in a recent review.”

Then use the review as proof.

This is especially helpful for businesses with longer sales cycles, higher-priced services, or trust-based work. People want to know that someone else has walked the path before them and didn't regret it halfway through.

Create A Small Review Library

Once you've found a few good reviews, save them somewhere easy to access. A simple document or spreadsheet works perfectly. Label each review by the topic it supports, such as customer service, speed, quality, expertise, problem-solving, affordability, community involvement, or ease of working together (or ask AI to identify them for you).

This makes your reviews easier to reuse when you're writing social posts, emails, proposals, ads, event materials, or website copy.

You're building a library of proof, one customer comment at a time.

Ask For One New Review This Week

The easiest time to ask for a review is right after a good experience. Reach out to one happy customer this week and make it simple.

Try this:

“Thank you again for choosing us. If you were happy with your experience, would you be willing to leave a quick review? It helps other people feel more confident when they're deciding who to work with.” Telling people why you want the review makes them more likely to write one.

Other ideas include:

- “We're a small family business and each review matters to us.”
- “We incentivize our employees for going above and beyond. If you have a favorite, tell us who they are and why they're special.”

Include the direct link to the review platform you prefer. Don't make people search for it. They have lives, inboxes, and probably 47 tabs open already.

If you have a business where people linger (like a restaurant, boutique, or hair salon), post something with a QR code requesting a review and linking them directly to the review spot.

You can also create business cards with a QR code that your employees can give out to customers when they have a positive experience at your business. Create a contest around who gets the most favorable reviews and make it worth your employee's while.

Let the Chamber Help Extend Your Reach

Your chamber probably offers marketing opportunities that can help you make more of your strongest customer stories. Look for options like member spotlights, newsletter features, directory upgrades, social media shares, sponsorship visibility, event introductions, or advertising packages.

A great review becomes more powerful when more people see it. And don't assume that just because everyone is on Google that they'll see your reviews. Search is changing with the advancement of AI so use your reviews in your marketing and customer interactions so you're sure people see them.

Your chamber can help you put that proof in front of other business owners, residents, community partners, and potential customers who may not have discovered you yet.

Before you spend more money trying to convince people you're good at what you do, use the proof you already have. Your customers have handed you the words. This week, put them to work.

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