



From One Testimonial to a Testimonial Library - Golden Cone Presentation Resources

Original Questions for Testimonials

Original 9 Questions we used from the TMT Managed Services Marketing Blueprint in 2009

1. What was your biggest hesitation in choosing us for your Technology needs?
2. What issues was your company struggling with that we were considered for helping?
3. What was the reason you chose us?
4. What have been your three most improvements since working with our team?
5. Which of these three benefits matters most and why?
6. Would you recommend us to your fellow business owners? If not, please explain.
7. What can/ could we have done differently?
8. What surprised you most about our company (Positive or negative)?
9. Anything else you would like to add.

We would then create a testimonial from their answers, email it back to them to confirm it is their view in their words, and we would get permission to use it for marketing purposes.

New Questions for Testimonials and the Creation Process

I asked ChatGPT to critique those original questions, and here is the response:

Yes – the template is a good start, but I would make it more conversational, tighten the wording, and add a few questions that help produce stronger testimonial language for sales, proposals, website copy, and videos.

The biggest issue with the current version is that several questions are written from the company's point of view instead of the customer's point of view. Testimonials work best when the customer tells a story: **before ILER, why they chose you, what changed, and why they would recommend you.**

Here's a stronger version.

1. **Before working with ILER Networking & Computing, what IT, cybersecurity, or technology challenges were you facing?**
2. **What made you decide it was time to look for help or consider a new IT partner?**
3. **What concerns or hesitations did you have before choosing ILER?**
4. **What was the main reason you chose ILER?**
5. **What was your onboarding or transition experience like?**



6. Since working with ILER, what improvements have you noticed in your organization?
7. Which improvement has mattered most to you, and why?
8. Can you share a specific example of a time ILER helped solve a problem, prevented an issue, or made work easier for your team?
9. How would you describe ILER's team, communication, and service?
10. What surprised you most about working with ILER?
11. What would you say to another business owner or organization considering ILER?
12. Would you recommend ILER to others? Why?
13. What measurable results have you seen, if any?
14. How has working with ILER changed the way you feel about your technology?
15. What would you miss most if you no longer had ILER as your IT partner?
16. Is there anything ILER could do better?
17. Is there anything else you would like to add?



AI Recording and Transcribing

For Virtual Meetings (Teams, Zoom, etc.)

Overview of Top AI Note-Takers

Tool	Key Strengths	Best For	Platform Compatibility
Fathom	Generous free tier with unlimited recordings and transcripts.	Solo users and budget-conscious professionals.	Zoom, Teams, Google Meet
Fireflies.ai	Massive integration ecosystem (40+ apps) and robust CRM syncing.	Sales teams and deep workflow automation.	Zoom, Teams, Google Meet, Webex
Otter.ai	Real-time live transcript streaming and interactive chat collaboration.	Internal team collaboration and live-captioning.	Zoom, Teams, Google Meet
Jamie	Completely bot-free, local privacy, and executive-level accuracy.	High-privacy client calls and executive meetings.	All (captures system audio)
tl;dv	Seamless video recording and shareable meeting highlight clips.	Video-heavy teams and cross-meeting search.	Zoom, Teams, Google Meet

For In-Person Meetings

I recommend Plaud Note / Note Pro / Note Pin





Once the Meeting is Over have AI Analyze the Transcript

My prompt to generate short testimonials:

Here is the transcript of my meeting with <client>. Use this and generate short testimonials for ILER Networking & Computing.

My next prompt for medium length testimonials:

Thank you! Now, can you make a few medium length versions?

My next prompt for long testimonials:

Great! Can you make a few long versions now?

My next prompt to remove name and company for any relating to the cybersecurity incident:

Here's the combined file with all the testimonials. Client would like to make any of the ones that discuss their cybersecurity incident to be used anonymously so it doesn't have her name or the company name. Can you update this document accordingly, and make a note above it that the following testimonial needs to remain anonymous.

Get Client Approval

Compile all the testimonials into a single document, review them to make sure you are comfortable with them, and then send to the client for their review and approval. Once you receive written confirmation for approval, save that with the document so you can utilize it in the future.

Pull Targeted Testimonials from Approved Library for Marketing Campaigns/Proposals

My prompt to pull the best testimonials for a proposal for a 40-user manufacturing company:

Review the Approved Testimonial Library and select the five strongest testimonials for a 40-user Ohio manufacturer evaluating our Shield Assurance Service Plan. Prioritize cybersecurity, fast support, reduced downtime, and long-term trust. Do not select more than one testimonial from the same client. Explain why each was selected and provide a shorter excerpt suitable for a proposal sidebar.