

# 4 Ways to Get Awesome Testimonials for Your SaaS

*This is an extra resource to go along with the original article:*

[How to Shorten Your Sales Cycle](#)

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*Getting testimonials can be difficult, but not if you follow these tips:*

**Ask for testimonials on all your channels.** This includes your website, app, email newsletter, social media platform, and via text.

**Time your ask.** Only ask for a testimonial after you're certain that the customer has had a good experience with your brand. (For example, follow up with a customer after a positive survey.)

**Scour your blog and social media comments for positive customer experiences.** Reach out to these customers and ask for their permission to use their comments on your website for marketing purposes.

**Consider not asking for a testimonial directly.** Asking someone to leave a testimonial may be intimidating. Instead, ask customers what they think of your product. If their answer is perfect for a product review or testimonial, ask them if you can use it in that way. Here are a few questions to ask:

- Why do you choose our service instead of the competitor?
- What are your favorite features?
- What goals have you been able to reach by using our service?
- Would you recommend our service to others? If yes, why?