



Landing the 5-Star Review

'A guide to great reviews for piano service professionals'

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Gazelle makes it easier to land 5-star reviews! You arrive on time, provide outstanding service, and easily send messages that link customers to your social profiles.



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Tips for asking for an online review:

After you pack up your tools, collect payment, and start walking towards the door; stop, look your client in the eyes, and say:

You: *Would you do me a favor?...* then be quiet and wait for their reply.

Client: **“Sure, what can I do?”**

You: *“Would you be willing to give me an online review?” ...* then be quiet and wait.

Client: **“Sure, I would be happy to.”**

You: *“Thanks, I will send you a message with a link to make it really easy...”* **As soon as you get to your car open your Gazelle app and send them your saved “Online Review” message template** (see the examples provided on the last page of this guide).

“

**The worst thing you can do is never ask.
The second worst thing you can do is
fail to make it easy for them.**

Framework for responding to all reviews:

Plan to respond to all reviews:

1. I Enjoyed about our time together.
2. Speak to their aspirational identity.
3. Thank them for something meaningful.



Step 2: Make it easy for them.

Genuinely converse with anyone:

- Shallow:** Talk about their piano or pianist.
- Deep:** Talk about things you notice they care about.
- Deeper:** Ask about their hopes, dreams, and aspirations in life.
- Kindness:** Look them in the eye and be genuinely interested in their life.

How to craft your response to their review?

Questions to think about to be more authentic:

- How did you experience their music / friendship / humanity during the appointment?
- Did your customer inspire you to emulate anything in your own life?
- What did you appreciate about the music they like to play?
- What did you appreciate about the decor in their home?
- What did you appreciate about the place of the piano/music in their life?
- Is this customer a talented musician?
- How much musical potential does this customer/pianist have?
- What emotions did you experience during the appointment?

15 Ways to say “Thanks for the review”

When the customer is the musician:

<First Name>, I took pleasure in our conversation and enjoyed getting to know you as a musician. Hearing your story and listening to you play was the highlight of my day. Thank you for giving me something to smile about today!

<First Name> I was inspired listening to your story today and getting to be a part of your musical journey. I am always honored to meet new musicians and love getting to be a part small part of your story. Thank you for making this morning an enjoyable part of my day!

<First Name>, seeing how you push yourself musically is inspiring. Thank you for sharing your tips for sight reading and explaining your process to me. I am looking forward to applying this in my own life the next time I sit down to practice.

When your customer is a really talented / more accomplished musician than yourself:

<First Name>, When I walked into your home today I didn't know I was going to be on the receiving end of so much inspiration. Hearing the story of your musical journey and listening to you play made me want to become a better musician myself. Thank you for adding something special to my day today!

<First Name>, I never cease to be amazed at the diversity of talent I see every day. Meeting you and your son was a highlight of my day. Thank you for giving me something to smile about!

Where the children of the customer are the musician

<First Name>, I loved getting to meet you and your family today! You have so much musical potential in your home and I am honored you invited me to be part of your musical journey.

<First Name>, Our time today was the highlight of my day! Your family is a great example of how music can become a lifelong experience. Thank you for sharing the story of how your parents sacrificed to give you music lessons and how you aspire to do the same for your kids.

<First Name>, I was honored to meet your young musicians today. Seeing the level of talent that each of your kids have (and at their age!) is inspiring. This was a bright spot in my day and I am thankful to be a part of their musical journey.

<First Name>, I relished the chance to give you and your kids a better piano today. You both have so much potential and I am honored to be part of your musical journey. Thank you for reminding me why I decided to learn this trade many years ago. Your story was a bright spot in my day today!

<First Name>, Today's appointment holds a special place in my heart. Thank you for sharing your story. Your daughter has so much musical potential and it was my pleasure to be a part of her musical journey.

When your customer has a 'Dead on Arrival' piano and needs another:

<First Name>, meeting you was the highlight of my week! Your story and musical journey resonated with me. I am thankful to be able to collaborate with you as we work together to find a piano you can enjoy.

<First Name>, I was inspired when I heard your story today. Thank you for inviting me to be part of your musical journey. I am honored to meet musicians like yourself and hope we are able to find the instrument you deserve to have in your life..

When your customer leaves 5-star review but doesn't say much

NOTE: As a general rule, never respond with a reply longer than their review.

<First Name>, I am still smiling at the ways you brightened my day today. Thank you for allowing me to be part of your musical journey.

<First Name>, I was pleased to meet you and hear your story today. Thank you for inviting me to be part of your musical journey.

When your customer is a 'Furniture Owner', has a "Piano shaped object", or a "Player Piano" that is rarely used by a real person.

<First Name>, Thank you for giving me something to smile about today! You have a beautiful piano and a beautiful home. I am honored to be part of the music... [in your life - or - for your event next week].

Things to avoid saying.

"Your Piano..." This is about them not their possessions.

"Thank you for the review" and nothing else. Except when their review is super short and just a few words. Avoid giving a reply longer than their review.

"It was nice meeting you..." this becomes an overused phrase that means nothing.

"You are too kind...you are amazing...your review is _____" Essentially don't link their giving of a review to their character. While this might be true, it implies people who don't give you a review are all jerks.

Avoid **"Thank you so much!"** or **"greatly appreciated"** or **"I appreciate"** or **"I can't thank you enough"...** **"Thank you for your business..."** and **"WOW"**; there are better ways to express genuine heartfelt gratitude and appreciation.

Work Bank & Misc Suggestions

Saying “I _____enjoyed_____ our appointment today”

- .. I enjoyed _____
- ...I loved _____
- ...took pleasure in __our conversation__
- ...You added something special to my day today.
- ...I am full of gratitude for _____.
- ...I was inspired by _____
- ...I am blessed to have __this experience__
- ...It was my pleasure to take part in your story.
- ...your friendship was a bright spot in my day.

Saying nice things about nice people with crappy pianos...

hint: say nice things about the people and nothing about the piano.

- ...your family is a great example of _____.
- ...every once in a while something special happens and today at our appt it was this _____”
- ...your story shows how music holds a special place in our lives.

Ways to highlight non-piano things that happened during the appointment

- ...the way we collaborated to extend your musical journey.
- ...your path to becoming a musician resonated with me.
- ...seeing the music you are challenging yourself with was inspiring.
- ...listening to you play caused me to smile every time I think of it.
- ... _____ was the highlight of my day.

Ways to compliment and call out their musical potential:

- ...seeing (and hearing) you play was a joy today....
- ...seeing how you are pushing yourself to new heights is inspiring.
- ...you have so much potential and I love that you are trying to reach it.
- ...you are developing as a musician and focusing on difficult things.
- ...the touch and control you have over the tone is inspiring.

Platform specific tips & recommendations.

Google

Google is the most common (and visible) review platform and is usually the best place to start building online reviews. Google reviews are managed through your [Google MyBusiness Account](#) and show up on both Google and Google Maps searches. To flag fake / inappropriate reviews on Google contact [Google MyBusiness Support](#).

Google reviews are ranked by location, quantity, and quality. Paying for Google ads does not improve your review listing. However, having great reviews does impact your organic SEO and Google search results.

Facebook

Facebook reviews are managed through your [Facebook Business Page](#). To flag fake / inappropriate reviews on Facebook contact the [Facebook Help Center](#).

NOTE: Facebook is cluttered with information most people only see for 0.02 seconds. Also, because Facebook marginalizes business page content that isn't paid advertising; at this point in time we don't recommend investing too much effort trying to build your Facebook reviews unless you plan to use the platform for paid ads. In this case you would want to invest in getting more Facebook reviews.

Yelp

Yelp is a popular review platform in some cities but not others. Yelp reviews tend to be better than Google in the cities where it is popular because Yelp has more strict verification guidelines to weed out fake reviews. As a result "Yelpers" tend to instill a lot of trust in Yelp reviews. But using Yelp means some of your legitimate reviews are never 'verified' and end up getting caught in Yelp's review process; thus never showing up on your public Yelp profile which isn't fun!

To help avoid having your reviews penalized by Yelps automated bots DO NOT link to your Yelp profile anywhere on your webpage or emails. If you send people to your Yelp profile from the same digital source (Webpage or email) Yelp will see that people leaving reviews all came from a single source and went directly to your profile. If this happens they will penalize your reviews. To make leaving a Yelp review easy for your customers, do something [like this with your website](#).

Also NOTE: Yelp is a 'Pay to advertise' scheme that allows you to get more exposure for paying for paid ads.

Angie's List

Angie's List was a user review platform long before the internet was created. Now they are primarily online and you can create a [business account here](#).

History: In the 1990s Angie's List was one of the only companies that had trusted online reviews. Because of this Angie's List reviews are highly trusted and their business support team has the best resolution practices for resolving negative or fake reviews. However, around 2011 Angie's List went public and between 2012-2015 they changed their entire business model from a member driven subscription service (where businesses could only get on the list if a member recommended them) to a free / low-cost subscription model and a requirement that business owners buy paid ads if they wanted their reviews to be displayed. This change resulted in a lot of turmoil for businesses who invested decades building online reviews on their platform. Many businesses left the platform during this time. The value of having all your reviews hidden behind a paid advertising paywall is something you need to consider before spending time investing in this platform.

Thumbtack

Thumbtack is a generic "Professional Services" platform that emerged around the time Angie's List made their big change. You can create a [Thumbtack Business Account here](#). Thumbtack tells homeowners to submit a project request and then sells this information to businesses who want to bid on the jobs. After your company completes a job the users have the option of leaving reviews on Thumbtack (*these reviews are not public, but are displayed to other Thumbtack users behind their user account 'pay-wall'*). While Thumbtack has a reputation of being the bottom feeder of price wars, oftentimes the trick to winning bids as a high(er) priced service provider lies in the speed of your reply, your customer service, your reviews, and how well you can sell the story of your company. But if you can't win bids (that you paid for), the benefit of the platform is significantly diminished.

Porch

Porch.com is a competitor that sits between Angies' List and Thumbtack. You can create your [Porch Business account here](#). They started by focusing on home renovation contractor types and have a similar business model to Thumbtack and Angie's List (Your business pays for leads to their users interested in the service your company provides). Then after the job is done their members can review you inside their user account 'pay-wall'.

Nextdoor

Nextdoor.com is perhaps the newest player in the "Local Business" space but they have a unique business model that has a local advantage. You can set up your [NextDoor Business Account Here](#). Nextdoor started as a social network for neighborhoods but they have since expanded into offering lead generation, reviews, and other business services to local businesses who service specific neighborhoods. And you have probably heard from Nextdoor sales reps calling you up and offering to sell you paid ad space on their platform. Similar to Angie's List, Porch, and Thumbtack all Nextdoor reviews are hidden behind a user account "Pay-Wall".

How to respond to negative reviews.

Disappointed Customer:

"<username or first name>; I am sorry _____ happened. Whatever you need the answer is 'Yes', how can I help you?"

Not my customer (Whoops! They blew up the wrong profile)

"<user name> we would love to resolve this for you but we can't find any record of you or your contact info in our database. Can you please send us a copy of your invoice number or appointment confirmation email? hello@demopianoservice.com."

Also, flag the review for removal and start the process with the platform's business support services. This may qualify for removal inside their community guidelines.

Malicious Competitor

Respond using one of the two methods above. The competitor rarely uses their real name so you only 'suspect' this is true. Also plan on flagging and reporting the review. You may be able to get it removed claiming it is a "Fake Profile".

How to respond to mediocre 2 or 3 star reviews.

If you have a Satisfaction Guarantee:

"<first_name>, I am sorry you were not happy with the outcome. I would love the chance to try to resolve this issue for you. I can come out at your convenience and fix _____ ; and if I can't resolve the issue we have a satisfaction guarantee and we will be happy to refund you your money. hello@demopianoservice.com"

If you don't have a Satisfaction Guarantee and you don't want to promise that in the future:

"<first_name>, I am sorry you were not happy with the outcome. I would love the chance to try to resolve this issue for you. I can come out at your convenience and fix _____ ; while we don't have an official refund policy on the services we performed, I am happy to make an exception if I can't resolve the issue to your satisfaction. hello@demopianoservice.com"

Suggested Message Templates

Solicited Online Review

(You asked your client and they said 'Yes')

Email Subject: Online Review Link

Email Body:

Hi {{client.formal_name}},

Thank you for your willingness to write me an online review. If you have not done so already, you can [\[CLICK HERE\]\(http://www.mywebsite.com/review\)](http://www.mywebsite.com/review) to post your review. I sincerely appreciate your willingness to share your story with others!

If you have any concerns, please do not hesitate to contact me. I look forward to working with you in the future.

Sincerely,

<Your Name>

Owner at {{company.name}}

{{company.phone}}

{{company.email}}

Text Message: {{client.first_name}}, thanks for offering to give me an online review tap [\[HERE\]\(http://www.mywebsite.com/review\)](http://www.mywebsite.com/review)

Unsolicited Online Review

(You didn't get a chance to verbally ask for the review, but the client let you know they were happy)

Email Subject: Would you do me a favor?

Email Body:

Hi {{client.formal_name}},

I am honored you chose us to care for your piano.

I wanted to ask if you would be kind enough to give us an online review. If you are interested in writing an online review, you can [\[CLICK HERE\]](http://www.mywebsite.com/review) to post one.

Thank you for considering it! I look forward to working with you in the future.

Sincerely,

<Your Name>

Owner at {{company.name}}

{{company.phone}}

{{company.email}}

Text Message: Hey {{client.first_name}}, would you be kind enough to give me an online review? Tap [\[HERE\]](http://www.mywebsite.com/review).

Updated Online Review

(The client gave you a review 2+ years ago)

Email Subject: Would you do me a favor?

Email Body:

Hi {{client.formal_name}},

I wanted to ask if you would be kind enough to give me an updated online review. Google and all the other platforms like for us to keep updated reviews. You can [\[CLICK HERE\]](http://www.mywebsite.com/review) to post one.

Thank you for considering it! I look forward to working with you in the future.

Sincerely,

<Your Name>

Owner at {{company.name}}

{{company.phone}}

{{company.email}}

Text Message: Hey {{client.first_name}}, would you be kind enough to give me an updated online review? Tap [\[HERE\]](http://www.mywebsite.com/review).