



gazelle
School of Business

Landing The 5-Star Review

Today's webinar is presented by:

George Buss & Timothy Barnes

Less than 1 hour
(application for today's webinar)





gazelle
all-in-one business management software
for piano technicians

Your guide to building an amazing piano service business
George Buss & Timothy Barnes



You shouldn't have to wonder
why you didn't get an online review.



Online Reviews = Word-of-mouth



Online Reviews > Word-of-mouth





How can I get word-of-mouth
going in my business?





How can I get **online reviews**
going in my business?



Landing Online Reviews



Landing Online Reviews

1. Invite clients to be part of your story.



Landing Online Reviews

1. Invite clients to be part of your story.
- 2. Make it easy for them.**



Landing Online Reviews

1. Invite clients to be part of your story.
2. Make it easy for them.
- 3. Create better customers.**





(step 1)

**Invite customers
to be part of your
story.**



Doing good work isn't enough!



Step 1: Invite customers to be part of your story.

Creating a great customer experience:



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

Customer service



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

~~Customer service~~

Ring doorbell



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

~~Customer service~~

~~Ring doorbell~~

Answer the phone



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

~~Customer service~~

~~Ring doorbell~~

~~Answer the phone~~

Reply to email



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

~~Customer service~~

~~Ring doorbell~~

~~Answer the phone~~

~~Reply to email~~

Look at your website



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

~~Customer service~~

~~Ring doorbell~~

~~Answer the phone~~

~~Reply to email~~

~~Look at your website~~

Read your bio page



Step 1: Invite customers to be part of your story.

Creating a great customer experience:

~~Customer service~~

~~Ring doorbell~~

~~Answer the phone~~

~~Reply to email~~

~~Look at your website~~

~~Read your bio page~~

Do you have 5 star reviews?



Step 1: Invite customers to be part of your story.



piano tuning near me



All Shopping Maps Images News More Settings Tools

About 3,090,000 results (0.80 seconds)



Rating Hours Y

Demo Piano Service

5.0 ★★★★★ (275) · Piano tuning service

Open · Closes 5PM (704) 241-8739

⚠ Hours or services

Demo Piano Service

5.0 ★★★★★ (275) · Piano tuning service

Open · Closes 5PM · (704) 241-8739



WEBSITE



DIRECTIONS

Piano Service Competitor #1

4.8 ★★★★★ (139) · Piano tuning service

7701 Gayle Ave

Open · Closes 6PM · (704) 289-9820



WEBSITE



DIRECTIONS

Piano Service Competitor #2

5.0 ★★★★★ (9) · Piano tuning service

Open · Closes 7PM · (704) 874-9264



WEBSITE



DIRECTIONS

☰ More businesses



How bad could this experience be?



Step 1: Invite customers to be part of your story.

Your reviews set the expectation and start your:

‘Promise & Fulfillment Cycle’



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Reviews



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Reviews
Website



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Reviews

Website

Call / Text / Email / Book Online



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Reviews

Website

Call / Text / Email / Book Online

Automated Reminders



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Reviews

Website

Call / Text / Email / Book Online

Automated Reminders

Arrive on time



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Reviews

Website

Call / Text / Email / Book Online

Automated Reminders

Arrive on time

You ring the doorbell



Step 1: Invite customers to be part of your story.

Promise & Fulfillment



Step 1: Invite customers to be part of your story.

Promise & Fulfillment



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Modern Day Etiquette



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Modern Day Etiquette
Did you smile?



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Modern Day Etiquette

Did you smile?

Are you good with people?



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Modern Day Etiquette

Did you smile?

Are you good with people?

Were you professional?



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Modern Day Etiquette

Did you smile?

Are you good with people?

Were you professional?

Knowledgeable?



Step 1: Invite customers to be part of your story.

Promise & Fulfillment

Modern Day Etiquette

Did you smile?

Are you good with people?

Were you professional?

Knowledgeable?

Did you solve their problem?



Step 1: Invite customers to be part of your story.



Your customer invited you
into their life.



Step 1: Invite customers to be part of your story.

You have to earn this!



Step 1: Invite customers to be part of your story.

You have earned this!



Step 1: Invite customers to be part of your story.



You are not begging for a review!



+0% Gratuity



Step 1: Invite customers to be part of your story.

Payment +5 Star Review +0% tip
= Wages



Step 1: Invite customers to be part of your story.



Online reviews are
just another form of **currency**.



Step 1: Invite customers to be part of your story.



(step 2)

**Make it easy
for them.**

Easy for **you**.



Step 2: Make it easy for them.

Easy for **your customer.**



Step 2: Make it easy for them.

Easy for you.



Step 2: Make it easy for them.

Create a context shift.

(at the end of your appointment)



Step 2: Make it easy for them.



Will you do me a favor? ...

The hardest part is just remembering to ask! 😊

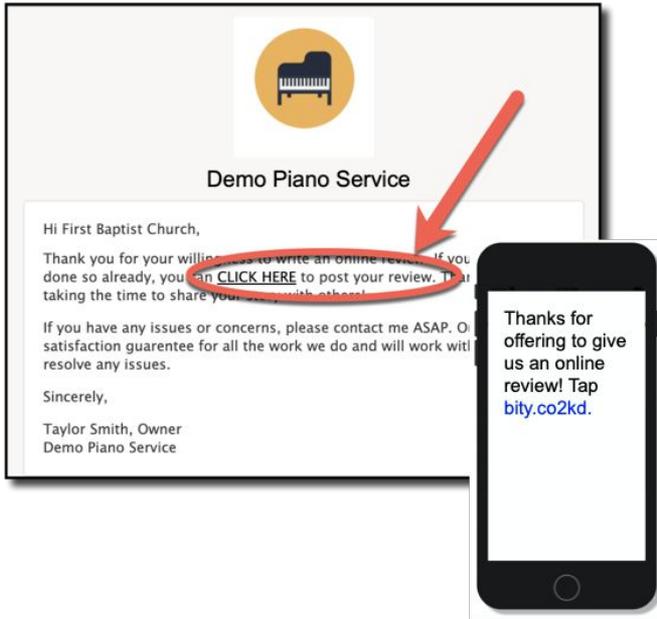


Step 2: Make it easy for them.

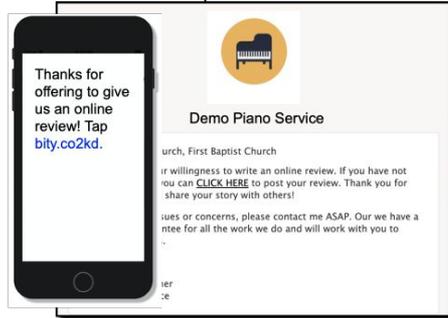
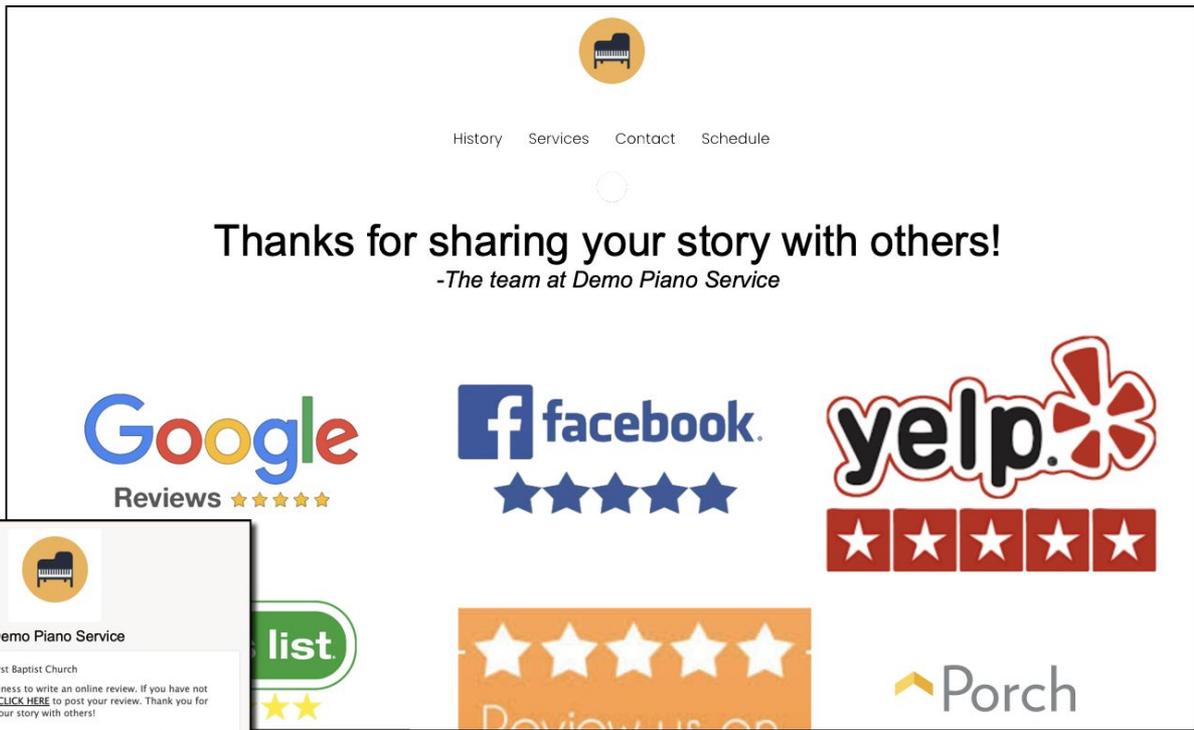
Verbally ask for the review!



Step 2: Make it easy for them.



Step 2: Make it easy for them.



Step 2: Make it easy for them.



History Services Contact Schedule



Thanks for sharing your story with others!

-The team at Demo Piano Service



Demo Piano Service

urch, First Baptist Church

if willingness to write an online review. If you have not you can [CLICK HERE](#) to post your review. Thank you for share your story with others!

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Step 2: Make it easy for them.



History Services Contact Schedule



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Step 2: Make it easy for them.

Plan to respond to all reviews:



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”

“I appreciate you taking the time...”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”

“I appreciate you taking the time...”

“You are too kind...”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”

“I appreciate you taking the time...”

“You are too kind...”

“Your review is greatly appreciated!”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”

“I appreciate you taking the time...”

“You are too kind...”

“Your review is greatly appreciated!”

“Amazing” or “WOW”



Step 2: Make it easy for them.

Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”

“I appreciate you taking the time...”

“You are too kind...”

“Your review is greatly appreciated!”

“Amazing” or “WOW”

“Thank you for your business”

Step 2: Make it easy for them.



Plan to respond to all reviews:

Things NOT to say:

“It was nice meeting you...”

“Thank you for your review!”

“Thank you so much!”

“I can’t thank you enough...”

“I appreciate you taking the time...”

“You are too kind...”

“Your review is greatly appreciated!”

“Amazing” or “WOW”

“Thank you for your business”

“...YOUR PIANO...”



Step 2: Make it easy for them.



Jane, 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.



Step 2: Make it easy for them.



Jane, 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.



Step 2: Make it easy for them.



<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.



Step 2: Make it easy for them.

Plan to respond to all reviews:

1. _____.
2. _____.
3. _____.

Plan to respond to all reviews:

1. I Enjoyed about our time together.
- 2.
- 3.



Step 2: Make it easy for them.

Plan to respond to all reviews:

1. I Enjoyed _____.
2. Speak to their aspirational identity.
- 3.



Step 2: Make it easy for them.

Plan to respond to all reviews:

1. I Enjoyed _____.
2. Speak to their aspirational identity.
- 3. Thank them.**



Step 2: Make it easy for them.

Plan to respond to all reviews:

1. I Enjoyed _____.
2. Speak to their aspirational identity.
3. Thank them **for something meaningful.**



Step 2: Make it easy for them.



<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.



Step 2: Make it easy for them.

Easy for you customer.



Step 2: Make it easy for them.



(step 3)

**Create better
customers.**

Make **good** customers better.



Step 3: Create better customers.

Make **ALL** customers better.



Step 3: Create better customers.



Great customers make the transition to being **YOUR** customer.



Step 3: Create better customers.



Great customers make the transition to being **YOUR** customer.



Step 3: Create better customers.

Your best customers tell your story!
(using their own words)



Step 3: Create better customers.

Your best customers tell your story!
(using their own words)



Step 3: Create better customers.

What do I do about upset customers?



Step 3: Create better customers.

What do I do about upset customers?



Step 3: Create better customers.

What do I do about upset customers?

1. Disappointed Customer



Step 3: Create better customers.

What do I do about upset customers?

1. Disappointed Customer

*“...whatever you need the answer is ‘Yes’.
Now how can I help you?”*



Step 3: Create better customers.

What do I do about upset customers?

1. Disappointed Customer
- 2. Reviewed the wrong company**



Step 3: Create better customers.

What do I do about upset customers?

1. Disappointed Customer
2. Reviewed the wrong company

“...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...”



Step 3: Create better customers.

What do I do about upset customers?

1. Disappointed Customer
2. Reviewed the wrong company
- 3. Malicious Competitor**



Step 3: Create better customers.

Can I remove fake reviews?



**You are missing out on
great reviews.**





When you hit a homerun
you've earned
the cheers of the crowd!



Step 3: Create better customers.

Reduce Marketing Costs.



Create Stronger Relationships.



Create More Loyalty.



Add value to your brand!
(they help you grow or sell your business)



**Create more separation
between your personal life
and your business.**



Ask for the review!



Let your best customers
tell your story!

