

The Power of Ask: Why Reviews Matter More Than Ever For Your Business

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ABOUT

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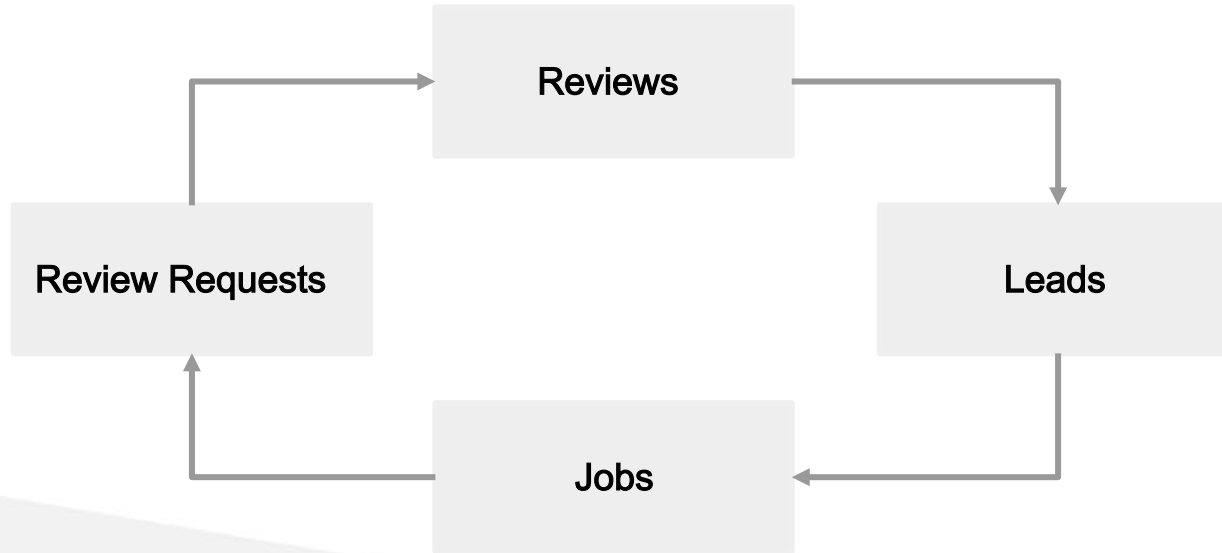


My Goal For You

Why Getting Reviews Is Hard

- It's uncomfortable asking for a review
- Afraid of negative feedback
- It's too manual and time consuming
- If they don't leave a review, no time to follow up

Review Cycle



Conversion & Revenue Lift from Reviews



What We Will Cover Today

- Process to get reviews (without taking up too much of your time)
- Confidence that you will get good reviews
- Understand feedback from your clients and what they truly value

The goal is to build a consistent system for getting reviews, to increase your visibility, credibility, and ultimately attracting higher-quality leads.



Let's dive in.

The Review Generation System





1. Send the review request

Send the review request

1. Verbal request
2. Leave behind card
3. Send a text
4. Send an email

Verbal Request

“Thanks for letting us install your new radon mitigation system. A quick Google review would mean so much to our team and helps others find a trusted provider.”

Leave Behind Card

“Thanks again for letting us install your radon mitigation system today. This card has a QR code that takes you right to our Google My Business page. We’d love for you to leave us a quick review.”



Send a text

“Hi [First Name], thanks for letting us install your radon mitigation system today! We’d love your feedback — could you leave us a quick review here?

[link to Google My Business review]

It only takes a minute and really helps other homeowners.”

Send an Email

Hi {First Name},

Thank you for choosing us for your {service} recently. We're always working to give our customers the best experience possible, and your feedback really helps others know what to expect.

Would you take a minute to leave us a quick review? It only takes a moment, and it means a lot to our team.

{Review Link}

Thank you so much for your time and support!



2. Get Your Reviews

Get Your Reviews

1. Follow -up Process
2. Automate Requests
3. Semi-automate requests

Follow -up Process

A clear follow-up process ensures every customer is asked for a review, increasing consistency and response rates.

- Ask quickly
- Use multiple channels
- Keep it simple
- Personalize when you can
- Track & Adjust

Automate Requests

Use your job management tool or a reputation management tool to automatically trigger review requests once a job is marked complete. This ensures consistency and eliminates the need to remember each time.

Semi-Automate Requests

Even if you don't have a job management tool connected, you can still benefit from automation. By manually adding each customer's contact into the review platform, the system takes over from there - sending texts or emails, reminders, and tracking responses automatically.



3. Boost the Review

Boost the Review

Replying to reviews demonstrates you care about your customers, strengthens your reputation, and helps boost your visibility online.

- Acknowledgment encourages more reviews
- Builds trust & shows professionalism
- Increases visibility
- Turn negatives into opportunity (BONUS)
- Improves future services

Bonus:
Negative Reviews Can't Break You -
They Build You

Turn Criticism into Credibility

- Verified-buyer reviews, even when less than perfect, help establish authenticity and trust.
- Negative reviews, when properly addressed, don't necessarily hurt — they can show potential customers your willingness to listen and correct mistakes.

Today's Goal

THANK YOU!

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