

How to Find the Right Customers to Use in Your Case Study

by Sheldon Gladstein
www.CaseStudiesThatWork.com

So you're sold on the idea of doing a case study for your business. You realize that these business success stories are among the most read, most effective, most lasting ways of getting your business noticed and remembered. All well and good.

But a big question looms—

How do you find the right customer to use for your case study?

Many businesses struggle with this basic starting point. Before investing time, effort, creativity, money – it makes sense to select the right customer who will best highlight the benefits of your product and service. But how to find that golden customer?

Steve Slaunwhite, B2B marketing expert, provides several useful ideas. In a recent interview with him on the subject, he suggests the following:

1. **Ask your sales people.** Sales people have the best insight as to who is the best customer to ask to participate in your case study. They know who is the most enthusiastic. They know who is happiest with your product. They know who is the most expressive, who would be best to interview. They deal with your customers on a day-to-day basis, go out to lunch with them, go to meetings with them, *know* them. Ask the sales people you trust who they would trust to be the best subject of a case study, and move forward with that information.
2. **Conduct an outside survey.** Employ the use of an outside consultant to contact your list of customers. Make sure it's an outside consultant, so customers will feel freer to speak their minds. Have the outside consultant ask questions about their experience with your product or service. Through the process of conducting this survey, you'll wind up with a lot of testimonial material, a lot of raw material for success stories. Based on this information you'll know which companies are the best to contact, and whom in that company to contact.
3. **Ask Marketing/PR representatives of likely candidates.** Make a list of customers you know from experience have had positive results using your product or service. Contact the marketing or public relations departments of those firms, and ask them to help get on board for the process. These people will recognize the value of case studies for their company and for yours, and will likely be eager to help with the process. They will give you the best people to contact in the company, and impress upon them the benefits of participating. They will greatly facilitate the process for you.

Using the above methods greatly enhances the effectiveness of your case study. The more readers find out about your successful solution, the more they realize that they are eager to try that solution themselves. Which translates to more leads, more customers, and a great deal more success.

About Written Works: CASE STUDIES THAT WORK

Sheldon and Sanda Gladstein, the Written Works team, specialize in writing **Case Studies that are clear, interesting and above all, highly effective.**

They draw readers into the story of your product or service in action. They show it to be the best solution available. They get readers to :

- Trust you
- Remember you
- Contact you to find out more

To learn more about Written Works:
visit www.CaseStudiesThatWork.com
email info@written-works.com
or call (718) 874-9212