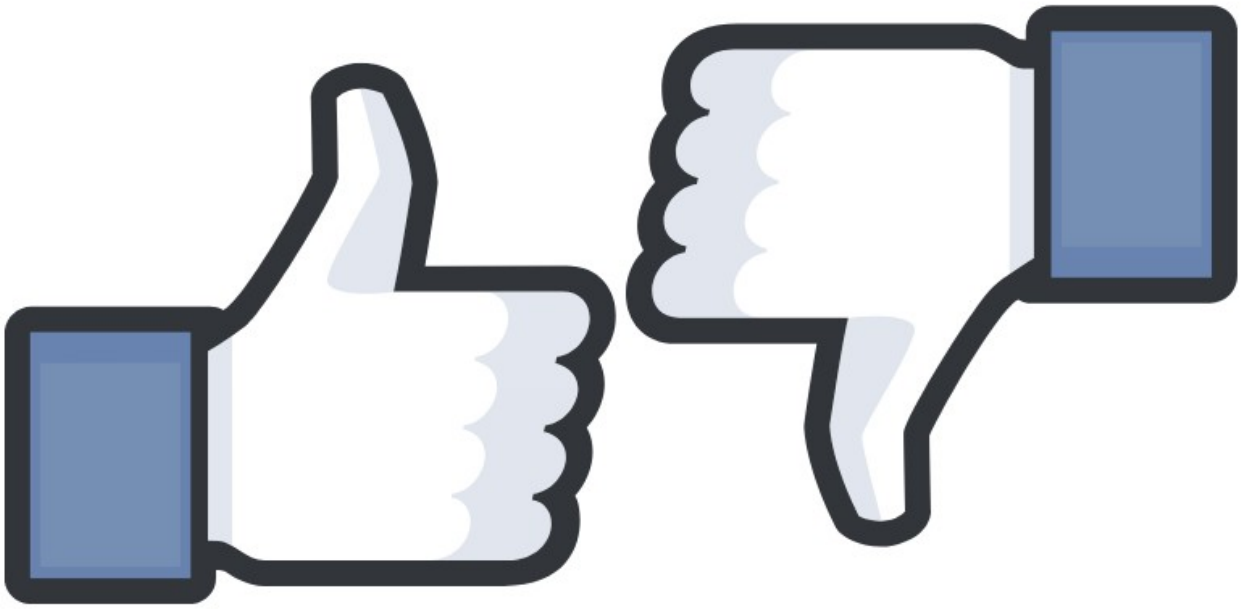
5 Ways Customer Reviews Can Help Sell Your Business

Customer reviews can make or break your small business - and they can also make or break a potential sale of your business.



1. 1. Social Proof: Good sales and healthy financials demonstrate you have been running a successful business. But recent 5-star customer reviews and glowing client testimonials are a strong indicator that your customers are and will stay loyal.
2. Increased Rank: Search engines crawl customer reviews and testimonials to help determine a website's rank. A higher ranking website indicates a better know business, which is a competitive edge.
3. 3. Competitive Edge: If your business has good online reviews compared to your competitors', that demonstrates a competitive advantage to your prospect.
4. Stars Convert to Sales: According to Small Business Trends, Every star review a business gets converts to a 5-9% increase in sales; Buyers spend up to 31% more at a business with good reviews; Reviews produce on average an 18% increase in sales; Negative reviews, if handled properly, can increase sales by generating buzz and increasing product awareness.
5. Local Search: Google reviews and owner responses are up to 15% of Google local rank.