

# Small Business Insurance & The Internet

The Voice of the Commercial Lines Customer  
Research From the PIA Partnership

**GETTING EVERYONE WORKING TOGETHER**



## TESTIMONIALS WORKSHEET

INDIVIDUALS INVOLVED IN PLANNING		TARGET DATES
Name: _____		Date Planning Started: _____
Name: _____		Date Plan Review: _____
Name: _____		Date Plan Completion: _____
Name: _____		Date Activity Starts: _____
Name: _____		Date Activity Completed: _____

**HOW MANY TESTIMONIALS DO YOU CURRENTLY HAVE?**

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**WHICH OF THESE TESTIMONIALS ARE YOU CURRENTLY USING FOR MARKETING PURPOSES?**

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**WORK TO BE DONE RE: TESTIMONIALS WE HAVE TO MAKE THEM USABLE:**

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**NEW TESTIMONIALS - WHO IN THE AGENCY WILL BE INVOLVED?**

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**GROUPS TO TARGET FOR TESTIMONIALS:**

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**HOW WE WILL TRACK & MEASURE RESULTS:**

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**ACTION STEPS**

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**ASSIGNMENTS**

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