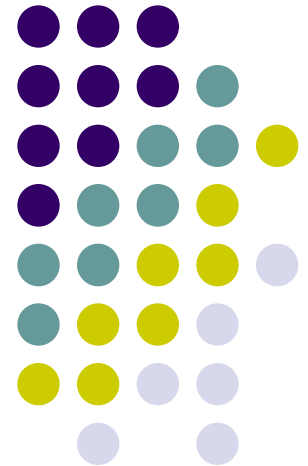


# Letter of recommendation, Testimonial

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*Accomplished by  
4<sup>th</sup> year student  
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5<sup>th</sup> group  
Irina Gerasymova*



# Recommendation of a product,service



Use the **T.E.A.S.E** formula to write a great testimonial. **T.E.A.S.E** ing will make sure that the people who read the testimonial have a higher probability of buying or recommending a service, person or product.

- **Tactful**
- **Emphasize**
- **Authentic**
- **Short**
- **Engaging**



### Start with:

**“Dear Prospective Buyer/Seller”,**

**“To Whom it May Concern”**

**“Dear Mr/Mrs”**

### Great phrases to endorse the product/service:

**“We have found their materials and labor services to be exceptional”**

**“We look forward to and anticipate keeping the same relationship with”**

**“I look forward to working with you again in the future.”**

**“Their ability to work quickly has consistently proven to be a great value to our clients.”**

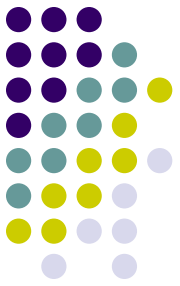
**“As busy as they are, they make me feel like I am their most important priority. And finally, they are not only professional they are a pleasure to work with.”**

### End up with:

**“Please feel free to contact me should you have any questions regarding the above”**

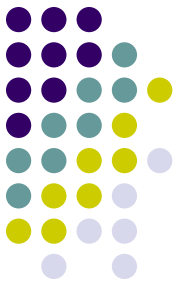
**“Please don't hesitate to have them contact me for your glowing review.”**

# Recommendation of an employee



- Begin the letters with a sample statement of intent or purpose you are recommending someone, why you are sending the recommendation to them, and the name of the person you are recommending.
- Second include a statement explaining your relationship with the person you are recommending in your sample letters. Discuss any professional relationship first, then personal, followed by length and extent of relationship.
- Third offer factual information in your letters supporting your recommending someone including a sample of their performance, professional attributes, and personal character traits you admire.
- Next provide testimonial statements in your recommendation letters indicating sample situations as evidence why you would recommend someone.
- Lastly restate your sample endorsement specific to the position you are recommending someone followed by an offer in your letters to contact you for more information needed

## Key phrases in the body of the letter:



**“His work has been a valued component on helping our company achieve new sales records.”**

**“He possesses many skills and is quite adaptable.”**

**“The specific skills of his that have been of greatest value to our company have been his creativity, ability to confront agents in a caring way, and his relentless passion to help the company grow”**

## You may end up with:

**“I am pleased to endorse ... to any organization that is looking for a creative and caring consultant to help any organization take the next growth step with its development.”**

**“Our experience working with ... was great and we would definitely recommend her to anyone looking for a ... in the area.”**