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“I was just amazed, frankly, because it just filled this void that certainly I have and I think a lot of businesses have... you just have to do this one thing, and then it all kind of happens in an automated fashion. That's fantastic.”

“In summary this is a very unique process. I haven't seen anything like it, and I've been doing this a long time.

I think what you're doing is a breakthrough. I think it's a really big deal, I think that in all honesty folks that are reading this would be very foolish not to try it if they have the slightest kind of business that has the slightest good mesh with what you do.

First, I think it's very reasonably priced, bottom line. I think it's extraordinarily reasonably priced, period, and then what you get in return for it and what it would cost you to do it yourself, if you remembered to do it, if you could get the staff to do it...it's a complete and utter no-brainer.

You either understand that you must build trust with your prospects, or you don't get it. And if you do, then you need a process to get that trust built and maintained and to collect testimonials and referrals, which are the very strongest kind of business you can get.

As I mentioned, I've never seen anything like it. It adds this whole dimension to our business that we've never had before, which is without any particular effort on our part. All except for what I would call a pretty minor effort on the front end and that's to answer questions from Dr. Jeannie and to help her get her process set up. Then not only for now, but all the time in the future, it's just going to work. And, it's really hard for me to image a lot of examples like that.

I just think it's so darn cool, and I already see how it's going to have great benefits for us.

What was amazing about this process that you've invented is that it's really automated, and it allows you to take your customers, in my case create a pool of individuals that not only assesses what it is that you have sold them. It looks for both the good, the bad and then room for improvement. But then automatically, and I mean literally automatically, it also collects testimonials from those individuals and allows you to just put them onto your website. And I shouldn't say, "allows you," it actually does it for you.

So think about it for a minute. In my world we do large-scale programs for high-achieving students. The parent has to part not only with money but also has to part with their child, so that's a really high hurdle. And for us to be able to use this process and get hundreds and hundreds and hundreds of parents who have been through our programs to say, "Yes, it was wonderful." And in detail, question after question after question, and then in that same process to also leave us literally hundreds of testimonials without us having to invest our time and resources into actually getting those, is pretty darn spectacular in my view.

My observation has been that the people are more and more immune to single testimonials. I don't think they give them really all that much heed, because they obviously think that it's someone that you've picked out of a large group that is very positive towards what it is you're selling. But we know in the age of Amazon and Uber and so on that people put a lot of trust in the opinion of the crowd, the group. And the wonderful thing about this process, this system, is that when I present this information to prospects, I'm not presenting the results of 1 or 2 or 3 or 10 people, I'm presenting in my case, the results of 500 or 600 people. And when you do that, and especially since your process is so scientific, so that I can say, "And this is how this survey was conducted," Then I believe it will have a real impact on our prospects.

If you're ever thinking of using Survey Monkey, understand that that's just a little piece of the process that is created here. What Dr. Jeanne has put together with the survey instrument, which is quantitative and which you can talk about the quantitative method, as I said, is important. Then the whole automated process of collecting the data, then also collecting the testimonials behind them, then deploying that on your site. I mean it literally just happens.

So it's great. For me, I was just amazed, frankly, because it just filled this void that certainly I have and I think a lot of businesses have: "How do we get the information? How do we get the referral data? How do we get great testimonials?" We know we need to do it, but when are we going to spend the time? When are we going to make the effort?

Well, you just have to do this one thing, and then it all kind of happens in an automated fashion. That's fantastic."