Message To Send To Your Internal Sales Teams:

Gartner Research encourages customers to review IT vendor products via Peer Insights. We need your help to direct our satisfied <PRODUCT NAME> customers to provide a positive review.

Why is this important?
It is extremely important as prospects are looking for peer reviews as they make purchasing decisions, which puts greater emphasis on programs such as Gartner Peer Insights. It is essential that <VENDOR> supports these efforts with continued growth of great customer reviews. When these reviews are published, you will be able to send them to prospects. Additionally, the reviews are considered when analysts are publishing Gartner research reports (which will help you acquire and close new customers).

How can you help?
In the <MARKET/PRODUCT> categories, we urgently need to accelerate the number of customers providing reviews. We are lagging key competitors in terms of the number of reviews and scores. We have great products we can be proud of!

Let’s change the dynamics here!
If you have a satisfied customer that would be a good fit to provide feedback, please encourage them to provide a review. The team has developed the suggested email templates below to assist you. Doing this right now will be of tremendous help in terms of supporting our work with Gartner, but more importantly, will let prospective customers hear about what their peers are saying about the great solutions that we are delivering. If you have any questions, please do not hesitate to reach out.