**Mansfield Speech [EZ Speech No. 16179]** (262) 643-4190

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“Stock” speech for Mr. Rick Mansfield for presentation at meetings of various Chambers of Commerce around the country.

thank you, [name of introducer] for that kind intro-duction. i’m so very grateful for your invitation to address the [city] chamber of commerce today. and if i may, i’d like to start off with a few questions — they’re all rhetorical, so you don’t have to worry about raising your hands.

so . . . has your business ever gotten a terrible review on angie’s list or yelp or facebook or pintarest, or any of the other online platforms that publish consumer reviews and ratings?

have you ever seen your business totally smeared on any of these sites —either by competitors or by really angry customers — who fabricate outight lies about you and then post them in the guise of legitimate “consumer ratings?”

do any of these sites offer any means for you to remove bad reviews or get them unposed somehow?

do any of these sites offer businesses a means of responding to negative reviews in a constructive, customer-friendly manner? (this is enormously important, by the way, because research shows that 95 percent of dissatisfied customers will come back if their complaints are resolved quickly and efficiently. in fact, customers who’ve had a negative issue resolved, is even more likely to remain loyal to the business than they might have been before.)

do any of the existing review and ranking websites offer the consumers who use them any tools by which they can accurately evaluate the credibility or validity of the ratings they see posted there?

do any of these sites offer tools and methods that can help you proactively grow your business, increase sales, and enhance customer loyalty?

in the vast majority of cases, the answer to all these questions is simply “no.” virtually *none* of the ratings websites now available to consumers offer businesses tools and methods which they can use for online reputation repair or reputation management.

and make no mistake about it: reputation is everything in business! warren buffett said: *“it takes 20 yers to build a reputation and five minutes to ruin it. if you think about that, you’ll do things differently.”* well, that’s precisely what we’re doing at my company, **real people ratings dot com**.

we’re an online business directory, consumer ratings, and reputation-management service. we’re a little like angie’s list, a little like yelp, a little like the better business bureau, and a little like a high-end public relations and marketing firm.

in short, we’re doing things *very* differently than just about every other company in this space is doing. and the businesses who work with us have all decided it was high time for *them* to do things differently, as well. for most of them are just sick and tired of having virtually no control over their online reputation, and they’re looking for approaches that will give them at least some of that control back, especially with respect to negative online reviews.

we’re a recent start-up, but our business directory already exceeds [no.] listings nationwide, in just about every retail and service category. our national sales force is adding an average of [no.] new listings every week. and we’ve launched an aggressive online market-ing effort to let the public at large know that there’s a great new website they can use for posting their ratings and reviews. in the few short [months/years] since our launch in [month/year], more than [no.] of consumers have posted reviews and ratings and real people ratings dot com.

if you’ll take a few moments to dial up our website — the Url is on my business card — you’ll see that we’re doing a lot of things differently in the area of website user-friendliness, as well. our website’s design is based on the latest findings from consumer research. our graphics are neat, clean, and uncluttered. our ratings and review system is visually attractive, and totally easy to use operationally. we use the very popular and highly intuitive “star” system — you know, one star, two stars, and so on, up to the highest ranking of five-stars — and this make posting a review or ranking easy and straightforward for consumers.

we’re doing things differently off-line, as well. we provide our business customers with window decals, point-of-purchase counter cards, posters, and banners telling in-store customers that the business is listed on **real people ratings dot com**, and encouraging them to visit our consumer website to post their comments, reviews, and rankings.

if you’re concerned about your online reputation . . . if you’ve been plagued by bad reviews, and especially fictitious ones . . . and if you like to join a ratings website that actually helps you enhance your customers’ loyalty and expand your reach into the marketplace, then i think it’d be very helpful for you to get yourself listed on **real people ratings dot com**, and then direct your customers there. take look . . . give us a try . . . and see if our reputation management programs and tools might not be exactly what you’ve been looking for.

thanks for listening . . . and now i’ll be happy to answer any of your questions.

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