



REINFORCE CREDIBILITY WITH STRONG GUARANTEES

You can *genuinely* reinforce credibility and create trust by crafting a strong guarantee for your product or service.

1. A guarantee minimizes the perception of risk and promotes the buying process. A buyer shifts from listing possible concerns to forming the conclusion that risk is minimal or nonexistent.
2. A guarantee also minimizes the fear of making a poor decision. Trust is created with the belief that if for some reason the buyer is unhappy with the product or service, the person making the guarantee will stand behind the product or service.



3. A guarantee is yet another point in the buying process where you have the opportunity to demonstrate to the buyer that you understand what you are selling and what it means to the buyer. For

example, in the case of a speed reading class, changing the wording in the guarantee from a "Money Back Guarantee" to a "Performance Guarantee" increased direct mail response by more than 40%. Why? Quite simply because the buyer realized that the seller understood the customer's needs. Someone who pays to read faster doesn't want their money back. They WANT the program to work! Performance was what the buyer was looking for. That small shift in perception was critical to the success of the marketing effort. Both guarantees offered the money back if the purchaser was dissatisfied, but insight and understanding created a buying comfort zone.

Think about the results your buyer is looking for. Is the buyer looking for quick service? If a restaurant serves nearby office complexes where workers have a limited lunch period the guarantee might be "Your lunch will be served in 10 minutes or less or it is FREE". Is the buyer looking for ease of shopping? "If we don't have your size we'll give you a free pair of shoes." Buyers want hassle free, trouble free experiences. What can you realistically promise?

4. A guarantee should be as strong as you can honestly make it. The stronger or more outrageous the guarantee, the more credibility you achieve. Why would they promise that if they can't deliver? Never promise more than you can deliver, but do get bold. Back up your promise with a strong, but believable guarantee.

5. There are soft guarantees and hard guarantees. Soft guarantees are intangible. Men's Wearhouse guarantees that "You're gonna' look good." Hard guarantees are very specific. Double Your Money Back, Triple Your Money Back, Your Money Back and Keep All the Gifts, If You Don't Double Your Income Next Year You Will Pay Me Nothing.

6. Avoid the boring and go for it. Create your own name for your guarantee. There are "No Lemons" guarantees for appliances and automobiles. One establishment has a sign that reads "The Gotta' Guarantee". Underneath it says, "You Gotta' Be Happy or We Gotta' Refund Your Money!"

A genuine guarantee communicates your knowledge and understanding of your customer's needs and wants and demonstrates confidence in your ability to deliver just what they are looking for. A genuine guarantee does not manipulate, it reassures. A genuine guarantee does not need hype. It simply offers a strong commitment to the customer.