7: Think about what is best for others

We run these sessions to give business owners an edge…and to honour Jesus the true owner.

Here's another marketing strategy that's an absolute winner; it can give you a point-of-difference and win over the hearts & minds of skeptical prospects and existing customers.

I refer to offering a bold product or service GUARANTEE…here are some great examples:

1. Years ago, the Locksley restaurant in Wagga guaranteed, "*Total satisfaction or you don't pay*"
2. A kitchen supplier guaranteed, *'If we're late with your delivery, you can rip up the invoice'*
3. A customer of mine manufactured & sold a product that failed; his money-back guarantee resulted a $27k refund for his very impressed customer…and a lot of scrap steel for him.

How does giving customers a guarantee link to the Handbook?

1 Corin 10:24 TLB - "*Don't think only of yourself, think of the other fellow too, and what is best for him*"

Offering a guarantee is a brilliant way to do what is best for your customers because it reverses the risk from them back to you, exactly where it belongs, if anything goes wrong!

Surprisingly, very few businesses guarantee what they sell…

…Many have a *'silent guarantee'* to fix things that go wrong, but they don't promote it

…Others offer a *'satisfaction guaranteed'* style, but it's meaningless

…Still others offer a guarantee but with fine print exclusions

…Sometimes there is a guarantee, but staff don't know about it, or how it works!

What about another example?

Ok, this one is close to home: An online, Yellow Pages search for '*Kitchen Renovations Bendigo'* lists 101 suppliers. ONLY 3 offered any form of guarantee…

* 1 stated '*Guaranteed*' with no further explanation
* 2 stated '*Guaranteed quality'* whatever that means

Does this mean the other 98 suppliers don't have a guarantee? Probably not; but the point is, WHY aren't more of them promoting it, thereby *thinking of the other fellow and what's best for him*.

What's really going on here?

It's fear that causes you to *think only of yourself* - fear, driven by human nature, expects lots of customers to call the guarantee, costing you heaps; but why would they, you solved their problem!

…If it's because your product/service is inferior, my question is, why are you in business?

…If it's because no one else offers a guarantee, my question is, don't you want a point-of-difference?

My counsel: A meaningful guarantee is marketing gold…

1. As your offer is more valuable to customers, you to charge more than other suppliers
2. If 2% claim on the guarantee the extra sales $$ from the 98% will easily cover that cost
3. Customers will sense they can trust you because you're willing to do *what's best for them*

If Jesus were your customer: surely, you'd be thinking what's best for Him, including a guarantee!