

# The Handbook for Business, the Bible

## Guaranteeing your way to success

There are 00's of ads in the 0353 Yellow Pages all focusing on product range & features; owner's history; friendly service; awards, etc.

Amazingly, only 8 offered customers a guarantee along the lines of - "*guaranteed results*" - "*quality guaranteed*" "*all work guaranteed*" - with no details as to what they actually mean!

The purpose of a guarantee is to reverse the risk, from buyer to seller, as it should be!

\* A kitchen manufacturer I knew offered an amazingly successful guarantee: "*If we're late with your delivery, you can rip up the invoice.*" His systems ensured no one ever did.

### I see 3 reasons businesses avoid guarantees:

1. They **copy** competitors: No one else offers a guarantee, so why should we?
2. They lack **confidence** in their ability to always satisfy customers: Confidence will be gained with good systems and team training to ensure customer satisfaction is delivered
3. They **fear** not being able to trust customers or being cheated by them: This makes no sense from an overall sales perspective - to avoid a few payouts, they forgo many sales.

### My counsel for business owners:

A powerful guarantee will give you a clear and popular **point of difference** in your marketplace. So, take a risk, don't be too cautious.

### Here's the ultimate unconditional guarantee...

*"If at any time you're not completely satisfied with your purchase we will do whatever it takes to fix the problem, exchange it, or give your money back, no questions"*

\* Take this and adopt for your business, maybe including timeframes.

### HANDBOOK COUNSEL for today: Ecclesiastes 11:4 Contemporary English Version...

*"If you worry about the weather and don't plant seeds, you won't harvest a crop"*

- \* Consider the crop as the lost sales because your offer doesn't include a guarantee
- \* Even if your product or service is not perfect you can still make the best offer by guaranteeing it.

### Ecclesiastes 11:4 - Other versions

**KJV**, "*He that observeth the wind shall not sow, and he that regardeth the clouds shall not reap*"

**TLB**, "*If you wait for perfect conditions, you will never get anything done*"

**AMP**, "*He who watches the wind [waiting for all conditions to be perfect] will not sow [seed], and he who looks at the clouds will not reap [a harvest]*"