

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: to avoid the possibility of a few payouts, they forgo an opportunity of many sales.

My counsel for business owners:

A powerful guarantee will give you a clear and popular **point of difference** in the marketplace.

So, take a risk...don't be too cautious; put yourself in your customer's shoes!

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.

The Bible, our Handbook counsel for today: Eccles 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 you're not confident enough to offer a guarantee

...Even if your product or service is not perfect you can still make the best offer (i.e., what you 'plant') by giving buyer's a guarantee because in all likelihood none of your competitor's do!

Other versions of Ecclesiastes 11:4...

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]*"