

# THE POWER OF GUARANTEES

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***“And will you succeed? Yes indeed, yes indeed!  
Ninety-eight and three-quarters percent guaranteed!”***

Dr. Seuss

Many people are hesitant to buy from someone they are unfamiliar with, particularly if it is a first-time purchase and it involves a substantial amount of money. A guarantee reduces the risk and can eliminate buyer hesitations. Although many companies offer some form of guarantee, very few actually state it up front. I learned the value of offering a guarantee up-front shortly after I began my private practice.

I was discussing training workshops with two different companies, and both posed the question, “What happens if I’m not satisfied with the program?” I immediately told them that I would take whatever action was necessary to correct the situation and that if I failed to deliver the results we agreed upon, I would issue a refund. I closed both sales.

This experience prompted me to include a no-risk guarantee clause in all subsequent proposals. I have also applied the concept to my public workshops, books, and all the products I sell on my web site. What has been particularly interesting is how many people express their concern about the risk associated with this gesture. I'm frequently told how many people will take advantage of me and abuse this offer. Here is my perspective.

Yes, some people may take advantage of this guarantee. However, the increase in my sales will offset the number of people who request their money back. Besides, if I can't deliver the results I have promised I don't deserve to get paid. If someone truly feels that my products will not help him achieve better results, he should not have to pay.

The vast majority of people are honest, which means that you will seldom be required to make good on your offer. In my case, I have sold tens of thousands of dollars of products and have only been asked for a refund a few times.

The bottom line is that a guarantee can, and will, help you close more sales. Reduce the risk of doing business with you, and more people will buy your product or service.

**SALES TIP**

What type of guarantee can you offer that will reduce your customer's risk?