

Guarantee

A guarantee provides the customer with reassurance, making it easier for them to decide that your business is going to be the right choice for them.

This is usually the biggest barrier for the companies I work with, but before you dismiss this idea, give some thought to what it means. Firstly, a guarantee doesn't need to be financial. Secondly, you are simply saying, if my product or service is faulty I'd prefer to sort it out than have a customer unhappy and telling all their contacts about it.

It is important to ensure that you guarantee something that you have full control over. For example, many internet marketing companies say they can get you to No.1 in Google. In reality, Google are the only company who could actually guarantee this.

A guarantee needs to be clear and simple; if you can't write it without a long list of terms and conditions, find another option.

What could I guarantee?

What does your company always offer to customers? You meet them in person 100% organic
Handmade by you Made in the UK Despatched the day ordered Local next day delivery
A human answers the phone A designated person works on a customer's account Other

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If a customer made a complaint about a product or service, what would you currently do?

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How could this be made into a guarantee?

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Now, before going on to write your guarantee, it's time to use the 'Guarantee Calculator' (in resources) to work out the financial impact of including a guarantee on your website.

Write your guarantee:

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Now, put your guarantee in a prominent place on your website and other marketing literature!

