

using a guarantee to increase sales

by Julie Olthoff, President, VIA Marketing, Inc.

Are your services or products guaranteed? Why not? If they're worth buying, aren't they worth a guarantee? My premise is that if you take away your buyer's risk, your sales will increase.

If you doubt the effectiveness of a guarantee, take a look at a few of the companies who are known for them: FedEx, LL Bean, and Saturn. All have built exemplary reputations on their guarantees.

You probably already have a return policy that implies a guarantee. If a customer brings back an item that is defective or doesn't fit, don't you exchange it or give a refund? Why not advertise that fact as a formal guarantee? Research shows that only about one or two percent of customers who are offered refunds take them, so a guarantee is a small risk.

Expect quality to increase. Not only will employees take greater pride in their work, customers will let you know when something is not up to par. Also expect to create word-of-mouth advertising. This can save money on ads and marketing in the long run.

But don't fall into the trap of a weak guarantee. "We will continue to work until you are completely satisfied" sounds like you assume your customer won't be satisfied the first time. Make sure your guarantee is risk-free or better than risk-free.

If your product or service is excellent, why not advertise your faith in your product in your ads, your business cards, and your letterhead? Let us help you in crafting your guarantee. Call 219.769.2299 or visit our website at www.viamarketing.net.



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