

# WHY YOU MUST GIVE GUARANTEES



VIDEO  
TRANSCRIPT  
FOUR



**COACHING ACADEMY SPECIALIST**  
Where Small Businesses Grow

## Video Transcript Four

### Why You Must Give Guarantees

A great deal of us are reminded from a very young age of '*caveat emptor*', 'let the buyer beware, be careful before you sign anything'. I

It is not necessarily a question of the sales-persons integrity and not trusting them, it may be how we're brought up and having it is as one of our values. So you'll find people are hesitant and reluctant. So sales-people have to try and remove this doubt and that fear from their mind by reassuring them in every way that you can, including the offer of a money-back guarantee.

In addition to the money-back guarantee, we should try and make it easy for the customer to make the decision today by offering them a delayed payment opportunity – where they could take the product or service today, and make the payment later.

When you're offering this money-back guarantee, you mustn't make it sound like that's the most important issue. I hear salespeople time and time again say, "it's a no-brainer, you've got absolutely nothing to lose with this money-back guarantee," and the focus is always on the guarantee, the guarantee. And you can begin to make the customer feel like that is the most important or maybe the only sales benefit.

So of course, it's a feature, of course it's relevant, but you shouldn't have to harp on about it all the time. Talk about the pain they'll suffer if they don't buy your product, talk about the benefits when they do and the pleasure they will get from buying it, and then by all means throw in the fact that if there's a change of heart that there is a 100%, no questions asked, money-back guarantee.

Have you heard sales-people say, "Well, there's no cost to you." But of course the reality is that there is a cost, to the other person. Maybe their pride, that they'd rather not have to ask for the money back. There's the nuisance factor of them going through the whole sales process, make a decision, and then changing it. So to say there is no cost is a disrespect to their time and to their decision-making process.

So you'll do well to bear that in mind when considering the guarantee: that it is something that you should include, but it is not the most important benefit for certain. It's a hugely important factor in the sales process that the customer is familiar with and understands this guarantee.

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### Why You Must Give Guarantees/ Continued....

Now, some people will say, “Well, do we save it for when there might be a doubt in the sale?” I say no- that’s going to come across as being desperate.

What I mean by that is, occasionally, a salesman – when it looks like he’s losing the sale and at the last minute – he’ll say, “Oh, by the way, if you don’t like it, we’ll give you your money back.” But because it comes through as an afterthought, it may also come across as being quite desperate and will not come across in the spirit of what was intended.

You should be able to say right up front that all your products and services come with a money-back guarantee. And it’s not because we have doubts about the quality of the product or service. It is because of our confidence in the product or service that enables us to make that guarantee and promise to you.

But the main reason we do it is to help the customer make the decision to buy, so it removes all issues that might prevent them from making a decision today.

So go out of your way to offer an irresistible, 100% money-back, no-questions-asked, risk-free guarantee!

**DON'T FORGET TO WATCH THE  
“GUARANTEE ” VIDEO.**