

EFFECTIVE GUARANTEE WORKSHEET

Introduction

One of the most important types of content you can provide to your customers during your sales communications is **Risk Reversal** content.

Risk Reversal is the idea of finding ways to remove the risks your prospective customer is likely to be worried about at the moment they are making the decision to buy your product or service.

And it includes things like:

- A free trial of your product or service
- A free or easy returns policy
- A purchase guarantee or warranty.

You can also help to reverse risk by overcoming objections and building social proof into your communications.

Today we're focussing on one of THE most effective forms of Risk Reversal; Guarantees.

There are several types of guarantees, including:

- The 100% Money Back Guarantee
- The Lifetime Workmanship Guarantee
- The Lowest Price Guarantee
- The Extra Mile Guarantee.

And by providing a powerful guarantee at the point where your customer is most likely to make their purchasing decision, you can dramatically increase your conversions.

The important thing is that your guarantee be believable, reassuring and address the relevant concerns of your customer.

In short, you need a REALLY effective guarantee in your marketing... and if you don't presently have one, it makes a lot of sense to create one ASAP.



So, how do we do that?

One helpful way to think about structuring your guarantee is to think of it in 4 parts - we call this The 4-Step Effective Guarantee Framework.

Here is a quick summary of each of the 4 steps:

1. The Belief
2. The Criteria
3. The Timeframe
4. The Promise

#1 - The Belief

Your statement of belief in your product e.g. "Our Prices are the lowest in town" or "Our lemon meringue pies are fresh and delicious and use only the yummiest organic ingredients."

#2 - The Criteria

What will be the acceptable criteria for activating the guarantee e.g. is it a satisfaction guarantee? So, even if they've used the product they can return it if they don't like it, or it doesn't live up to it's promise? Or does the product have to still be in its original packaging and condition - in the case of many of the shoe and fashion retailers? Does the guarantee only apply if the goods are faulty? Etc.

#3 - The Timeframe

The period in which the guarantee remains valid after purchase. It could be a lifetime guarantee, 30 days like many online products, 365 days, like Zappos or even a 3 year timeframe like many car warranties. There's no one set timeframe that we can prescribe for you - you really need to find what works for you and your specific product. In general longer guarantees work well but it is important you TEST this with your audience.

***NOTE RE TIMEFRAME: The team from online shopping cart application, www.SamCart.com recently did a detailed analysis of more than 102,000 orders comparing the effectiveness of 4 kinds of guarantees - 30 day, 60 day, 90 day plus a general "Satisfaction" guarantee that didn't have a timeline and they found the BEST performing option was actually the 60 days guarantee - resulting in an 81% better conversion rate than the 30 day guarantee. The second best performer was the 90 day guarantee, then 30 day and the general "satisfaction guarantee" without any timeframe was the worst performer.*



#4 - The Promise

What are you promising will happen if your customer needs to enact the guarantee? Are you offering their money back? A replacement product? To fix it at no charge?

So, if we brought all 4 of those parts together, your guarantee could look a little like this:

“Our flowers are the freshest in Sydney. If, for any reason, you don’t love your floral arrangement, let us know within 24 hours of delivery and we will replace your order with a brand new delivery at no extra cost.”

Belief = freshest in Sydney

Criteria = if you don’t love them

Timeframe = 24 hours

Promise = replacement order at no extra cost

Get Started...

OK, now it’s time for you to create yours using this template below and following the 4-Step Effective Guarantee Framework:

The 4-Step Effective Guarantee Framework

(© We Are Content)

Step #	Your Guarantee Wording Goes Here
1. The Belief <i>Your statement of belief in your product or service</i>	
2. The Criteria <i>What are the acceptable criteria/ conditions whereby your customer can activate the guarantee?</i>	
3. The Timeframe <i>The period in which the guarantee remains valid after purchase</i>	
4. The Promise <i>What are you promising will happen if your customer needs to enact the guarantee?</i>	



Bonus – Examples of Effective Guarantees

(Something to spark your imagination!)

LL Bean

<http://global.llbean.com/>



100% SATISFACTION GUARANTEE

Our products are guaranteed to give 100% satisfaction in every way. Return anything purchased from us at any time if it proves otherwise. We do not want you to have anything from L.L. Bean that is not completely satisfactory.

Our guarantee is based on something as simple as a handshake – the deal that you'll be satisfied with a purchase, and if you are not, we'll make it right. We guarantee that we'll hold up our end of the bargain. It's just how we do business. If your purchase isn't completely satisfactory, we're happy to accept your exchange or return at any time.

WE WANT TO MAKE RETURNS AND EXCHANGES EASY FOR YOU. [▶ START HERE](#)

Bunnings Lowest Price Guarantee

<http://www.bunnings.com.au/>



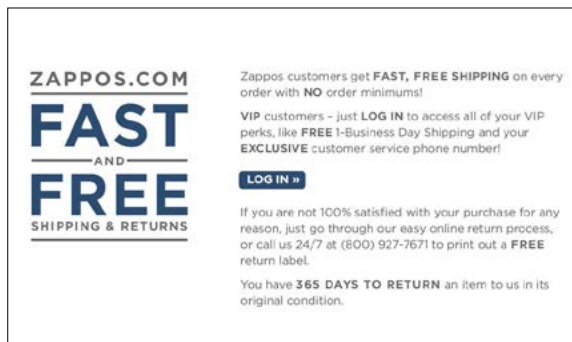
PRICE GUARANTEE

If you happen to find a lower price on a stocked item, **WE'LL BEAT IT BY 10%***

*Excludes trade quotes, stock liquidations and commercial quantities.

Zappos

<http://www.zappos.com/shipping-and-returns>



ZAPPOS.COM

FAST AND FREE

SHIPPING & RETURNS

Zappos customers get **FAST, FREE SHIPPING** on every order with **NO** order minimums!

VIP customers – just **LOG IN** to access all of your VIP perks, like **FREE** 1-Business Day Shipping and your **EXCLUSIVE** customer service phone number!

LOG IN »

If you are not 100% satisfied with your purchase for any reason, just go through our easy online return process, or call us 24/7 at (800) 927-7671 to print out a **FREE** return label.

You have **365 DAYS TO RETURN** an item to us in its original condition.

Flight Centre Lowest Airfare Guarantee

(also an Extra Mile Guarantee as you fly free if they don't meet their guarantee – so they are over-delivering).

<http://www.flightcentre.com.au/>



LOWEST AIRFARE GUARANTEE

We will beat available airfare quotes for international flights departing from New Zealand or you fly free! Excludes domestic airfares. Conditions apply.*

Australian Businesswomen's Network Breaking Through Offer

<http://www.abn.org.au/breaking-through-offer>



100% NO RISK Money Back Guarantee

If you're not completely satisfied, let us know within 30 days and we will give you a 100%, no-questions-asked refund. - **Totally Risk Free Investment!**



Suzi Dafnis & Michelle Falzon

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