

7 Lies Behind “We Can’t Guarantee Anything”

Free Report Compliments of Dan Cricks & Results Marketing

I’ve been working with Entrepreneurs, small business owners, professional practice owners and sales professionals since 2001 and have heard countless times from every profession claiming they CAN’T have a guarantee. Either they don’t have something they could guarantee or because of industry rules, they “couldn’t” guarantee. Some even claim because of laws in their country they CAN’T guarantee...



The biggest hindrance to coming up with a guarantee is the CAN’T mindset that so many get entrenched in. I’ve had the experience of taking many of those and getting them to change their mindset; we actually came up with a guarantee they could use, including in an industry where there usually is a big CAN’T due to the association rules governing what they can and can’t do. I helped an attorney client come up with a guarantee and an effective way to advertise it. The result was taking his struggling practice and growing it to the point where he had to bring three other attorneys into the practice, for which he credits the guarantee and the attention the ad highlighting the guarantee brought to him, and allowing him to compete on a much smaller budget than his competitors.

If you think YOU can’t guarantee anything, you are very wrong.

Most “CAN’T’s” about guarantees are founded on the following 7 lies...

1. **That’s Unprofessional.** Too many get caught up worrying about how having a guarantee will “appear.” Tell that to my attorney client, who was struggling and had a new baby on the way. What is unprofessional about offering a “real” guarantee and having it address a major concern prospects have when it comes to deciding who in that industry they should choose to do business with.
2. **That’s Embarrassing. Really?** I once had a dentist I worked with who declined to implement some of what I presented him with because his wife was embarrassed by it. Her complaint was “you’re a dentist not a...” She felt since none of his competitors had a guarantee she would be looked down upon by other dentist’s wives she spent time with.
3. **What Will People Think?** I’ve had cases where the concern was some might think offering a guarantee was a sign of desperation or that the business owner was really “reaching.” Given the difficulty of differentiating yourself from multiple competitors, can you really afford to worry about what “they” will think or should you be focusing on the results having a strong guarantee will bring?
4. **“My trade association says . . .”** Most falling into this one are attorneys, financial advisors, doctors... Most work from a position of fear; they fear upsetting the powers that be. They’re afraid of consequences a lot of times that don’t exist. The number one issue is not looking at the challenge in a creative way - they only think about guaranteeing what everyone else does. I once had a client in the window washing company who struggled in the fall because many people didn’t want to get their windows cleaned and it would rain

later that day or the next day. We came up with a guarantee that if it rained within a certain number of days he would come back out and redo the windows. That guarantee is now the cornerstone of his USP.

5. **“That’s just not how it’s done in THIS business!”** Many hang their hat on this one. I once asked a client why they didn’t put their guarantee in writing and his response was, nobody in our industry does that. When I asked why his response was, I don’t know we just never have. When asked, “Do you have a guarantee that you honor?” he responded yes, they just never advertise it because... The important thing to know about NOT advertising your guarantee is to know that in customer surveys, a guarantee is ranked either as the most important or second most important criteria they are using to decide who to do business with.
6. **It costs too much.** Again, this is a fear based on a false assumption; it’s based on a once in a while occurrence. I once had a business owner tell me he wouldn’t advertise his guarantee because he didn’t want a ton of people trying to take advantage of it. If you do quality work and offer quality service you shouldn’t fear advertising your guarantee. If you feel as though you can’t offer a guarantee because of quality issues you should change how or what you’re offering.
7. **My employees won’t like it.** I once had an employee tell me in my bricks and mortar business he wouldn’t do a job because we guaranteed it; within 30 minutes he was terminated and asked to leave the premises. First of all, he didn’t guarantee it, I did and I was comfortable with the quality of parts we were using. It was obvious he wasn’t comfortable with his ability to do the job. If you make a decision that will have such a big impact on your business because of what your employees will think, you’re in trouble. I can pretty much guarantee that same employee will be gone as soon as they have a better offer than what you’ve given them.

Get the CAN’T thinking out and begin thinking of how or what you CAN guarantee and make it part of all of the marketing you do. The best guarantees integrate the conversation already going on in the prospect’s mind, such as reasons why they might not buy. Like the window cleaning company I mentioned earlier.

Don’t just look at traditional guarantees - the window cleaning company basically made a guaranteed the weather. Some guarantees are about the customer experience or the level of service they’ll receive. I once had a client guarantee how their employees were dressed when they showed up to the client’s home. The guarantee was a huge differentiator and resulted in many clients calling to thank the owner for addressing something of concern to them. Some guarantee results, others how long the product or service will last. Once again, look for what you can guarantee. Remember to stop thinking about what you can’t guarantee; remember the attorney I mentioned who came up with a guarantee his competition hated but it was a critical component of his practicing quadrupling in just a couple of years.