

DO YOU GUARANTEE SUCCESS?



By Lorin Anderson, President

Isn't it odd that a lot of the schlockiest instruction and teaching-method offers that fill my inbox each day offer guarantees for improvement, while most of our members who are at the very top of the industry typically do not?

When you're as good as you folks are at teaching the game, and you're now able to prove it with the before-and-after numbers on your TrackMans, K-Vests and Swing Catalysts, you're missing out on some new business by not offering a guarantee on your services. A mountain of studies prove guarantees work. And they are low-risk—normally only about two percent of customers will ask for remuneration.

When a potential customer considers purchasing instruction, they have a number of concerns that might keep them from doing so. Will the product or service solve the problem they have? Will it meet their wants? Will the benefits outweigh the costs?

When you provide a guarantee, you remove the risks to the potential purchaser and make it easier for them to give your instruction a try.

It is reasonable to assume that if you reduce the risks and make it easy to buy, more of your potential customers will convert to actual customers and make the purchase. This is a good thing in a market where only about one in eight golfers will take a lesson this year.

Here are three tips to developing a great instruction guarantee:

1. Position it clearly and boldly to potential customers. The worst guarantee is one that customers don't know

about. This may sound ridiculous, but often businesses that have a guarantee don't tell their customers about it prior to purchase. Some of those who didn't buy would have signed up if they knew about a guarantee.

2. The stronger and bolder the guarantee, the better. A watered-down guarantee doesn't work. Make it big and bold. The idea is to get more customers to buy confidently, so big and bold gets more attention. I often see resistance because of the fear golfers will take advantage of your guarantee. The reality is that a very small percentage probably will—again, stats show it is typically less than 2 percent. The profits from the other 98 percent of new customers will more than offset the cost of dealing with the unsatisfied 2 percent.

3. Be specific in how you define the promise. As the business owner you get to determine the rules. While the guarantee needs to have some meat and must be easy to use, you control the details. State it clearly in the format of 'If X, then Y.'

For example, 'If this tree doesn't live for one year after purchase for any reason, we will replace it for no charge.' In this example, the claim isn't cash back, it's a free replacement, which costs less to the business than a full refund. You can substitute letting the golfer take the program over again or giving them a free lesson or two until they see some improvement rather than provide a cash refund, thus making your financial risk minimal.

Standing by your work and minimizing customer risk is one of the most powerful ways to boost sales. It's also one of the easiest. If you don't promote a guarantee, you're losing revenue. Proponent Group suggests you leverage your high-quality skills with an improvement guarantee. I'm willing to guarantee you'll see the number of new students in your programs increase. **PG**

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