

STATE OF THE INDUSTRY

Satisfaction Guarantees: Why They Make Sense



A member recently reminded me that selling high-quality golf instruction is a complex process. Choosing the best instructor and program for their needs is often not self evident when they are exploring options. This can create some anxiety and confusion. In the case of any complex sale, this lack of clarity raises the barrier to making the sale.

As you read our feature on Money Back Guarantee's earlier in this newsletter, you learned about many of the pros and cons to offering Money Back Guarantee's and/or Free Trials.

My view is that you are already guaranteeing your services because you understand that one ticked off student is going to tell all of his golf buddies to avoid you. And most of our members are smart enough to minimize this sort of damage by attempting to make things right with a disgruntled student. I know many of our members will spend extra time with that student at no charge or will credit their account to make things right. Fortunately, because our members are generally very good instructors these situations are very limited.

Which is why you should consider offering a 100% Satisfaction Guarantee. Instead of simply offering a golfer's money back or giving them a chance to try before they buy, you create an offer that benefits both the customer and your business and removes the psychological barrier for the initial sale.

A 100% satisfaction guarantee is a brand promise that casts a positive light on your operation, and it's a structure that gives you the chance to save the student relationship. From a customer's perspective, you're not only reducing risk, but you're reducing it almost completely. You're guaranteeing a result, which as we talked about earlier, is the most important

aspect of the conversion. You're negating the opportunity for regret.

It's a win-win.

Hampton Inn, where I stayed a couple of weeks ago, offers a similar guarantee. If you aren't satisfied, you don't have to pay. Being that they trust in their overnight experience, they can offer this guarantee, knowing that 99 percent of their guests won't use it and when someone does, they get the feedback they need to improve.

Guarantees also act as a differentiator for you from the rest of your local competition since most teachers don't officially announce that they have a satisfaction guarantee. This creates an opportunity to increase your credibility with every potential new student, in turn increasing the number of golfers trying your services. So if you gain 5-10 percent more new students because of the guarantee and only have make goods or refunds for 1-2 percent (which is typical for most business environments), the guarantee grows your business.

While we haven't made a big deal out of our policy, Proponent Group has always given a member their money back if for any reason they haven't felt they received value from our services. In eight years we've given three members their money back and in two of those cases it was because they were overseas and they had poor internet connections that made accessing our members website very difficult.

Come to think of it, it's time to formalize our Proponent Group Satisfaction Guarantee, too. I'll be adding our official guarantee to our website this month. That's the way I like it anyway because if you're not happy, then we're not happy. And that makes Proponent Group more valuable to you.



Proponent Group Partners

