Confidence is CONTAGIOUS
Provided by GKIC

Here are three questions for you.

1) What's the one thing that you should always do during good economic times as well as in tough times?

2) What's also the same thing that makes selling any product or service infinitely easier?

And

3) What's the one thing to do in your business that's the right thing to do and makes you feel good about being honest and ethical?

The answer to all three questions is to GUARANTEE everything you do.

Right now you are probably saying to yourself, “I can't give guarantees on my veterinary services so this has no bearing for me. Keep reading, and I will explain how it does, and how you can guarantee your services.

A recent survey of buyers across the country were asked the question, “Why do you buy where you buy?” Their #1 answer was NOT price (actually price was number five). What's the number one reason people buy where they do? CONFIDENCE – in the business... in the people... in the product or service.

Continued research and practical experience continues to prove that:

- A guarantee boosts sales and the better the guarantee, the better the sales

**MOST IMPORTANTLY,** when you think about how many people are “sitting on the fence” or “sleeping on it” and are ready to make a purchase decision, a guarantee will give them the confidence to take action and buy.

What if you are selling a product that cannot be guaranteed to perform to a certain level or are not delivering pizza that will arrive in 30 minutes or it's free. You can still differentiate your practice with guarantees?
First, you can guarantee how you operate. Guarantee that your phones will be answered by the third ring or that after-hour calls will be returned by 9 am the next day. Guarantee that you will be able to see non-emergency patients within 3 days and will be able to always be able to see emergency patients upon arrival.

Now, you still might be thinking that with a BOLD guarantee customers may try and take advantage of you. You are right, some will. But research also shows that it is a very small percentage. And the cost of that is far outweighed by the increase in business that the guarantee will bring.

When you create your own BIG, BOLD, SOLID GUARANTEE (and as long as you deliver quality products and services) the numbers will always work in your favor. After all, confidence is CONTAGIOUS. Once you’ve developed your guarantee, use it in ALL of your marketing and advertising materials. Make it a point to tell all your customers.

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