

**HOW TO TURN YOUR  
SERVICE GUARANTEE  
INTO \$\$\$\$\$**

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**COMPELLING**  
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# PREFACE

**A**fter talking with various company owners and researching service guarantees, it became apparent that many companies hide their service guarantee for fear their customers will start asking for their money back! Some guarantees are too long, not descriptive enough and generally lack the strength to make it into a valuable business asset.

I hope you enjoy this ebook (which accompanies the webinar by the same name - available at my channel on YouTube.com) and will call if you have comments or questions -- OR -- if I can help you marketing your business!

–June Van Klaveren

# ABOUT THE AUTHOR



June Van Klaveren is owner of Compelling Communications, a business established to help companies solve business problems with compelling communication. Her philosophy is to assist her clients in producing marketing strategies and materials to bring their message to their customers in the most effective way possible. Her clients include pest control companies of all sizes and in locations across the U.S. and a variety of other types of businesses.

She is a frequent contributor to PCT magazine and other publications. June is a speaker on association programs on topics of customer service, marketing & communications.

Newsletters, corporate ID packages, business writing, direct mail, press releases, brochures and catalogs are just some of the projects she produces. Visit the gallery on [www.compelcom.com](http://www.compelcom.com) to see samples

A graduate of Iowa Wesleyan College, June Van Klaveren began her career as an elementary school English teacher. Her interests in education and communication continued in her own business, established in 1997.

# 1

## THE MYTH:

**“EVERYONE IS  
GOING TO TAKE  
ADVANTAGE OF  
YOUR  
GUARANTEE!”**

**FACT:** Only 1-2% of customers will take you up on your guarantee (and this is a HIGH number!)

People hate confrontation and though they may not be 100% satisfied, they most likely will not attempt to get their money back or call to complain!

# 2. RISK

“IN THE LONG RUN, WHAT YOU GAIN FROM ADDITIONAL SALES WILL FAR OUTWEIGH WHAT YOU LOSE FROM THOSE SCANT FEW CHEATS.”

The ONLY time a guarantee puts your company at risk is if your service is . . . .

# INFERIOR!

# 3. A GUARANTEE WILL:

**REDUCE RISK OF PURCHASE  
ALLAY FEARS OF:  
--LOSING MONEY  
--MAKING A WRONG  
DECISION  
--NOT GETTING WHAT  
YOU PAY FOR**

**A** strong guarantee makes it less threatening for people to consider your offer. You lower the barriers that prevent people from doing business with you. You give them a compelling reason to buy today without the fear of looking bad tomorrow.

Delivering any product or service is not risk free, but by stating and trumpeting your guarantee, it will decrease the risk in your prospect's mind and increase their trust and willingness to buy from you.

The guarantee is possibly the strongest sales tool anyone can leverage. It tells the prospect that you stand behind and believe in your product or service. The guarantee is also the last final push to make a sale.

# 4. A GUARANTEE WILL:

- LOWER PURCHASING BARRIER
- INCREASE TRUST
- BUILD RELATIONSHIPS
- BOOST RESPONSE TO SALES MESSAGES

**W**

hat's that you say? You don't have a guarantee? Wrong. 99% of all small businesses already have a guarantee – but they just don't know it nor do they publicize it.

If a customer called to complain that the work you did was unsatisfactory, what would you do to fix the problem? Would you tell them, "Sorry, we can't fix that for you." or "Sorry, let the buyer beware."? No, you would probably offer to redo the work or replace the product. You would do what it takes to make your customer happy.

# 5. KINDS OF GUARANTEES

“YOUR GUARANTEE CAN BE ANY OR ALL OF THESE FOUR KINDS!”





# 6. THE STRONGEST



**U**nconditionally Guaranteed. No-Risk Guarantee. 100 Percent Satisfaction Guarantee. No-Questions-Asked Guarantee. As long as it's believable, the stronger your guarantee the better. Make it look official!

Have a symbol for your guarantee that you use on your web site, printed materials, blog, social media. . . everywhere your company is mentioned!

# 7

## . ANATOMY OF A GUARANTEE



# 8. WHAT TO AVOID

**“MAKE YOUR  
GUARANTEE AS EASY  
AS POSSIBLE FOR THE  
CUSTOMER!”**

- Lengthy wording; small print
- Limitations & conditions
- Making the guarantee look like a legal document
- Including multiple conditions the customer has to meet

# 9. PUBLICIZE IT!



- Web site – home page
- Social media page
- Blog
- Invoices
- Service tickets
- Printed materials (newsletters, brochures, flyers)
- DON'T HIDE IT!

Backup your guarantee fully. If you say it, mean it. And make sure everyone in the organization understands the guarantee, especially phone operators, complaint handlers, management, technicians and anyone else who deals directly with customers.

# FREE RESOURCES

Want to read more about this topic? The following links provide more information from a variety of perspectives. (ALL LINKS BELOW ARE ACTIVE AND CAN BE ACCESSED BY CLICKING ON THEM.)

- Writing a Guarantee That Converts <http://blog.crazyegg.com/2013/09/06/writing-a-guarantee-that-converts/>
- The Power of Unconditional Guarantees <http://hbr.org/1988/07/the-power-of-unconditional-service-guarantees/ar/1>
- Service Guarantee Examples <http://thethrivingsmallbusiness.com/customer-service-guarantee-examples/>
- The Effects of Service Guarantees on Internal and External Markets <http://www.amsreview.org/articles/kashyap10-2001.pdf>
- How to Boost Your Sales with a Strong Guarantee <http://www.copyblogger.com/strong-guarantee/>
- Should you guarantee your service? <http://www.squawkpoint.com/2012/02/service-guarantees/>

# THANK YOU!

Thank you for taking the time to read this ebook. I hope you found it useful.

If you would like me to review your service guarantee and give you some honest feedback, I will be happy to do that for you for FREE! Just email your guarantee to me at [june@compelcom.com](mailto:june@compelcom.com).

In the meantime, visit my websites: [www.compelcom.com](http://www.compelcom.com) or [www.HowToMarketPestControl.com](http://www.HowToMarketPestControl.com). AND, be sure to sign up for my **Marketing Skill Development Package** at [www.compelcom.com](http://www.compelcom.com)!

If you'd like to talk, just call 800-779-0067.

A handwritten signature in black ink that reads "June". The signature is written in a cursive style with a horizontal line underneath the name.



JUNE VAN KLAVEREN

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