



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY **GUARANTEES** MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



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POWER STRATEGIES



GUARANTEES

POWER STRATEGIES: GUARANTEES

A very powerful marketing strategy is utilisation of guarantees.

To be effective, a guarantee should:

- Remove uncertainty from the mind of the client.
- Overcome any fears, doubts, uncertainties and insecurities that a client may have in being able to make a decision about their health care.
- Inspire confidence and certainty.
- Be clear, concise and specific.
- Protect and indemnify the client.
- Define outcomes the client can expect in the event expectations are not met.

For example, the guarantee defines if an expected event does not happen, then the indemnification and making things right occurs.

Or simply put, if results are not achieved, then the client does not have to pay.

Offering a guarantee like this adds certainty in the mind of the client and allows you to remove any objections that a client may have in moving forward in a purchasing decision.

The primary reason to use guarantees is that many clients have been to practitioners before and have not achieved the results, outcomes and benefits they desire. In fact, many clients have not achieved results at all or felt listened to. They are uncertain with many practitioners, in particular with wellness practitioners whom they have had no experience with or have had negative stories shared with them from our medical colleagues. The concerns these clients have, or the disappointments they have experienced in the past, provide a barrier in the mind of the client thinking about making a commitment to see a wellness practitioner.

Your guarantee takes this doubt, uncertainty and risk away from them by indemnifying any losses they may incur by deciding to take action and beginning care with you.

If you can guarantee to give your client some benefit, advantage or outcome that they desire without any loss as a result of that action, you significantly increase the likelihood of the client making a decision to have an initial consultation and begin care.

Ultimately, if the client feels like they have nothing to lose, that they will be compensated for any loss that they do experience, then they will confidently move forward.

If they don't have this confidence and therefore delay moving forward, you may lose the opportunity to work with this client and produce the benefit and outcome they desire. In this case, they would not have begun care anyway and, as such, indemnifying them from their loss gives them the opportunity to begin care and for you to receive a client you may not otherwise have had.

THE TRUTH ABOUT YOUR FEAR OF GUARANTEES

Now, if you are like many of my colleagues, you will have some reservations, if not blatant fears about guarantees.

You may be frightened of the fact that if you guarantee any results, guarantee your services in any way, that people will take advantage of you, take your care and ask for their money back!

You might think that by guaranteeing things, you are going to lose everything!

This is simply not the case.

You are dealing primarily with honest, hopeful people, wanting to experience health and wellness as a result of the care that you provide. You are, I trust, a competent and ethical practitioner who will do your utmost in order to deliver care that will make positive and beneficial changes in the lives of your clients.

As a result of your genuine care, as a result of your expertise in the care that you deliver and the effectiveness of your care, you are going to achieve results for your clients.

As a result, your client will be genuinely satisfied and pleased with their interaction with you.

As a result, your clients will have no need, no desire, to take advantage of you, to abuse the guarantee or to rip you off.

The truth is, most guarantees are never taken advantage of, even when the client is dissatisfied.

Generally speaking, guarantees are taken advantage of when clients feel as though they are abused, mistreated or lied to. They call on the guarantees when they feel as though there was some deception in the communication processes that brought them into the practice.

There are several reasons why people do not call on guarantees and it is important to recognise and understand this up front:

1. People are generally appreciative and grateful for the work that you do and feel it would be dishonest to take advantage of a guarantee.
2. People generally do not feel confident enough to confront a person who has offered a guarantee and ask for a refund, even if they are not satisfied with the service or care they have received. Invariably, they will simply not continue with the care and not call upon the guarantee.
3. Also, the majority of people simply are unwilling to take the time, effort or energy to follow up on the requirements of calling on a guarantee. They are simply content to go about whatever it is that is the next action they need to do in order to get their health outcomes.
4. People have a sense of what is right and what is wrong. They would feel guilty calling on a guarantee if there was no cause or no reason.
5. Finally, people do not like uncomfortable situations or confrontation that they perceive in their mind that calling on a guarantee will provide.

As such, it is unlikely that your guarantee will be called on... even more so because of the nature and quality of the care that you will provide.

This is not to say that, on occasion, you will not have people call on your guarantee. It may occur in one or two percent of cases. However, that one to two percent of clients who ask for a refund on the care that you provide will be insignificant when compared to the increase in number of new clients that you will have as a result of providing the guarantee.

The benefits you will derive from a guarantee will far outweigh any losses that are derived from people calling on your guarantees.

Equally, what's exciting about when people do call on your guarantees is that it gives you a learning opportunity. What was it that you did wrong that caused the person to call on the guarantee? How can you learn from this and improve your care or service to ensure that you continue to grow as a practice and reduce the likelihood of a similar event happening in the future?

Furthermore, if the client was genuinely disappointed and you did provide inferior service or care that warranted the client's dissatisfaction, would you really want the money anyhow? Would you really want a client who did not achieve benefits, results or outcomes from the care that you provided, whether it was because of deficiency on your part or because the

client was not able to benefit for some other reason? Would you really want to take their money if you couldn't help them?

At least from my perspective, I would be content to provide a refund to a client if I was not able to help them with the skills or expertise that I have. I would want, whenever I receive income as a result of my work with a client, for it to be derived by virtue of the fact that I have been able to help the client, serve the client and add benefit to that client's life. If I was not able to do that, I would be content within myself not to receive income for that and to see if I can learn from the experience to further improve my skill sets and abilities to be able to provide benefits to others in a similar circumstance in the future.

You may argue that it is not the results or the benefits you are providing, you are providing time and that is where the value lies.

This is true. I have no argument for this point. However, I am equally content to know that if I am unable to help a client in the way that I believe that I am capable of and that I would like to have... and if they have any frustration, disillusionment or pain... I would like to take as much of that away from them as I possibly can by not adding the burden of an unrewarded financial transaction.

DEFINING YOUR GUARANTEE

So, what type of a guarantee should you offer? It is important to check the governing laws and regulations that define what it is that you can and cannot guarantee.

It is also practical to realise that, given the variability of clients, their presentations and their lifestyle once they have left your practice... that there are things that you may not be able to guarantee.

For example, you could not guarantee a client with Irritable Bowel Syndrome that if they do not incorporate all of the recommendations and care from your program, and do not change their diet, that they will be any better.

It would be foolish and dangerous to offer a guarantee on reversing any condition independent of significant scientific evidence, verifiable treatment programs and 100% guaranteed compliance from clients.

Furthermore, there are specific conditions you cannot guarantee to achieve results with because the medical community, the associations and the registration boards prevent you from making therapeutic claims.

For example, you cannot guarantee to cure arthritis... even if you can.

The key thing in regards to guarantees is to guarantee that what you can legally guarantee and is of most interest and benefit to the client. What is it that they are concerned about, what are their fears and anxieties? What can you say to offer them certainty and security in how you can assist them in overcoming those doubts and uncertainties? This becomes your guarantee!

Bradley Sugars in his book, *Instant Leads*, provides the following questions to help you to determine what your guarantee should be:

1. What is your current guarantee?

2. What are three problems or frustrations solved by buying your product or service?

- i. _____
- ii. _____
- iii. _____

3. What are the three major benefits of buying your product or service?

- i. _____
- ii. _____
- iii. _____

4. What frustrations do clients have when trying to find your product or service?

5. What frustrations do clients experience when making a decision whether to buy your product or service or not?

6. What frustrations do clients experience when they set out to buy your product or service?

7. What frustrations do clients experience when receiving or picking up your product or service?

8. What frustrations do clients experience when using your product or service?

9. What frustrations do clients experience after they have bought your product or service?

10. If you were a client, why would you dislike buying from you?

11. Describe the sort of clients who dislike buying from you... and why?

12. Describe the sort of potential clients who love buying from you... and why?

13. If you could easily overcome any two of your clients' frustrations, what would they be and how would you overcome them?

- i. _____
- ii. _____

14. What six things would relieve your clients' frustrations that you can guarantee and deliver 100% of the time right now?

- i. _____
- ii. _____
- iii. _____
- iv. _____
- v. _____
- vi. _____

15. What three additional things will you be able to fully guarantee within the next three months?

i. _____

ii. _____

iii. _____

16. List three things that you can't confidently guarantee today, that you would love to be able to guarantee.

i. _____

ii. _____

iii. _____

17. What is the one thing that, if you could guarantee it, would make you the market leader?

18. Is there any way in the world, within the realms of human possibility, you could offer this, even if it backfired some of the time?

From these questions you will have worked out a couple of things.

Firstly, you would have probably noticed that you can guarantee more than you thought. And, secondly, that your clients experience frustrations throughout the entire relationship that you have with the client in practice.

How can you match the two up? That is to say, how can you guarantee to remove the frustrations your clients have?

Once you know what you want to guarantee, it is time to write it down. Make sure that you incorporate this in all of your marketing materials, your educational material within practice, and even add it on to your letterhead.

DIFFERENT TYPES OF GUARANTEES

There are different types of guarantees, with each guarantee having a different influence upon the responsiveness of your offer.

1. Guaranteed results... you can guarantee certain results and this increases the effectiveness of your offer.

For example, you can guarantee that your client will lose weight.

“Lose 14.6 kgs in 12 weeks... or your money back.”

Here, you are guaranteeing the results of your program as part of your offer and this increases the likelihood of the client moving forward.

In essence, the guarantee is removing part of the barrier to entry.

2. Money-back guarantees... a money-back guarantee may also guarantee results, but more than that, it ensures that a person who has a financial investment has no financial risk without a guaranteed upside in the terms of a reward.
3. Better than money-back guarantee... some guarantees offer more than just your money back if you do not achieve that which you had expected or anticipated receiving.

For example, some people may offer the money back plus additional money. They may offer money back plus keep the bonuses, gifts or rewards.

Other people may offer other incentives as part of the money-back guarantee to not only reduce the risk of the purchaser but to further incentivise them to take action on the offer.

“We guarantee that if you have not lost 14.6kgs in your 12 week time, that you can, no questions asked, get all the money back on the health and fitness program. And, what's more, you can keep all of the special reports, CDs and DVDs, yours free...just for trying!”

4. Satisfaction guarantee... the satisfaction guarantee ensures that a person feels as though they have received what they would like to or would want to have received as part of the transaction.

Satisfaction guarantees are more difficult to measure, not as effective or compelling but nonetheless offer, in the mind of the client, some level of certainty of their needs being met.

5. Time-based guarantees... you can offer the guarantee for a limited time. For example, 60 day, 90 day or 12 month guarantees.

Obviously, the longer the guarantee, the more effective and powerful it is in removing and eliminating risk.

One of the key things about guarantees is to make them specific and clear. The reader needs to know exactly what it is that is guaranteed and what they can expect. Furthermore, the No Questions Asked element to the guarantee is important as well.

Many people feel as though that when they ask for a refund via a guarantee, they are going to be challenged, questioned and have all sorts of difficulties. Remove that uncertainty from the mind of the client in the same way that you minimise the risk for the client through the guarantee process.

I want to leave you with this last thought on guarantees... a guarantee makes you provide your care on the *clients terms*. It empowers the client, offers them certainty and security. In doing this you also empower your team to take responsibility for the service and care they provide. It empowers the team to be their best, to have the personal power to act on a guarantee.

It sends a powerful message to everyone involved with the practice.

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*Transforming **your** health care practice **your way***

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