



Are you compelling customers to buy from you or your competitors?

Buyers have all learned to be either sceptical or even cynical about the promises made by suppliers. So why not make a promise with consequences?

It's time to give your marketing promises teeth. It's time to shift the balance of risk from the buyer to you.

Introduce a committed, compelling guarantee and you're on the road to a genuine competitive advantage, like Premier Inns have.

STOP: treating guarantees as a non-essential, nice-to-have, marketing gimmick.

START: using your guarantee to win your business a genuine competitive advantage

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- 1. Ten characteristics of a compelling guarantee** – measure the Premier Inn guarantee against the characteristics that make a powerful guarantee. And then work out what your guarantee score adds up to out of 100
- 2. More example guarantees** – three more guarantees are assessed using the ten characteristics and the 100-point guarantee scale
- 3. Creating a powerful guarantee from scratch** – seven steps to creating a successful guarantee
- 4. 100-point guarantee scale** – use the ten characteristics of a successful guarantee to assess yours and your competitions guarantee
- 5. More guarantee ideas to inspire you**



Guarantee Success

Support tools and resources

1. TEN CHARACTERISTICS OF A COMPELLING GUARANTEE:

An extraordinary guarantee can have a profoundly positive impact on buyer behaviour and drive sales and profits up.

A well-constructed guarantee has worked brilliantly for **Premier Inn** – their guarantee has helped grow their market share of the budget hotel market from 3% to 12%.

Let's look closely at the Premier Inn guarantee and see where the strengths lie and where it could even be improved. The table below gives you a quick reference for ten characteristics of the Premier Inn guarantee then later each aspect is explained in more detail.

These ten characteristics of guarantee success also give you a model for use when creating or upgrading your own guarantees.

Below you will find several example guarantees and a judgment on the power of the guarantees. To start with here's an overview assessment for the Premier Inn guarantee.

NB. The scores attributed to the guarantees below are our subjective judgment. Your job, with your guarantee, is to manage your customers' subjective judgment. We hope this helps.

10 CHARACTERISTICS FOR GUARANTEE SUCCESS	SCORE 1-10 Premier Inn
1. Relevant and meaningful	9
2. Credible	6
3. Clear and concise	10
4. Genuine commitment to customer satisfaction	9
5. Explicit, blatant, obvious	10
6. Precise language	8
7. Clear, simple and inviting mechanism for triggering	4
8. Respond quickly to any customer triggering	2
9. Educate and train all your people	3
10. More powerful than your competitors	9

70/100



2. PREMIER INN GUARANTEE

Here's an analysis regarding the power of this guarantee with our attempt to rank each element of their guarantee out of 1-10 (10 is perfect). See what you make of our assessment. Make your own judgement too.

Then why not assess your existing guarantee against these ten criteria or create a guarantee that scores highly in all or most of the criteria below:

Good Night Guarantee

At Premier Inn, we've thought of everything you need to have a great night's sleep so you can start your day with a spring in your step. From our super comfy, king size Hypnos beds to a choice of firm or soft pillows, we're always on the look-out for ways to make bedtimes even better.

We're so confident you'll have a great night's sleep that if you don't, we'll give you your money back*. Just speak to one of our friendly reception team, and they'll be happy to put things right. This is our Good Night Guarantee.

[*terms and conditions apply – view here](#)

PREMIER INN GUARANTEE – “Count on a great night’s sleep, not sheep, or your money back”

1. A successful guarantee must be perceived as powerful – it must be **relevant and meaningful** to your buyers.

‘A great night’s sleep’ is relevant and meaningful to all hotel visitors.

– score 9

2. A successful guarantee must be perceived as **credible** – if your guarantee isn't believed it is less likely to influence your buyers' behaviour. You reduce credibility the more conditions you attach to your guarantee.

The asterisk in the guarantee above points to a number of conditions attached to the Premier Inn guarantee. These conditions could be viewed as ‘reasonable’, they are not too demanding.

– score 6



3. A successful guarantee must be **clear and concise**

'A great night's sleep or your money back' is clear and concise

– score 10

4. A successful guarantee must be a **genuine commitment to customer satisfaction** rather than a marketing gimmick

Premier Inn have put this guarantee at the forefront of all it's advertising and other marketing – it is not gimmicky. The Hypnos beds, pillow options and other features demonstrate their commitment to their guarantee.

– score 9

5. A successful guarantee must be **explicit, blatant, obvious**. Not implied, concealed or tentative.

Premier Inn have made their guarantee blatant and obvious. It's very obvious on their website and is made very clear in their TV advertising using Lenny Henry as their figurehead. In no way could it be described as concealed or tentative.

– score 10

6. A successful guarantee must use **precise language** about the things the guarantee covers

The additional wording in the above guarantee description adds credibility and is specific. Anything other than a great night's sleep and you can ask for your money back.

– score 8

7. A successful guarantee must have a **clear, simple and inviting mechanism for triggering** the guarantee

It is not so clear how the guarantee should be triggered and comments on social media suggest Premier Inn have some work to do on this aspect of their guarantee.

– score 4

8. A successful guarantee must **respond quickly to any customer triggering** your guarantee

Comments about the Premier Inn guarantee responses at www.moneysavingexpert.com demonstrate an inconsistent approach to triggering the guarantee and mean a low score is appropriate here

– score 2

9. A successful guarantee must **educate and train all your people** (especially your customer-facing people) about your guarantee. Also train your people on how to respond to guarantee requests – remember 'speed-is-of-the-essence' if you're going to impress your customer and have them buy again and recommend you to others.

Based on the 1-star Trip Advisor experience of one traveller staying at the Enfield Premier Inn in March 2010 it seems that the triggering process didn't work well at this time.



Triggering the guarantee caused more pain with a customer rather than an opportunity to impress the customer.

It's clear from the Trip Advisor commentary that the receptionist was not trained to manage the guarantee which further aggravated this customer. There's a written response from Premier Inn to the Trip Advisor comment but on this evidence the score for this element would be low. This may be a one-off experience but needs attention all the same.

– score 3

10. A successful guarantee must be perceived as **more powerful than your competitors**

A comment on TripAdvisor about the Reading Travel Lodge suggests Premier Inn have got a march on their rival. The comment reads as follows:

“If Travelodge offered money back good night guarantee (like Premier Inn) they would go bust in a week!!!”

IBIS have a price guarantee:

“If you can find a better deal elsewhere, we will match this rate and give you an additional 10% discount!!!”

Days Inn has the same guarantee as IBIS. Formule 1 offers the same. And Holiday Inn Express also provide a best price guarantee. On this evidence Premier Inn have a unique guarantee in the budget hotel sector and score well

– score 9

Premier Inn – total score 70/100

Next you'll see a few more examples of guarantees and how we reckon they stack up on the 100-point guarantee scale.

And lastly why not use the blank guarantee form on the last page of these tools and resources and assess your guarantee and even better how your competitors' guarantees perform?

From Hart's great book on guarantees:

“...most companies will find that an extraordinary guarantee can be one of the best ways to achieve excellence and break away from the competition.”

- Christopher W.L. Hart

3. MORE EXAMPLE GUARANTEES...

Zappos is a massively successful online shoe company. So successful they were bought by Amazon.

Amazon bought Zappos partly to learn how to manage customer-care the way they do. Their guarantee is one of their cornerstone marketing initiatives.

It's interesting to note you can return shoes up to a year after you bought them and shipping is free if you do. Average order value is less than £50.

Compare this with the next example where the return guarantee is only two weeks with a much larger average order value of £hundreds.

Higher spend means higher risk however the returns policy is 1/25th of the one offered by Zappos! And you have to pay for shipping!

**FREE SHIPPING
AND FREE RETURNS**



If, for any reason, you are unsatisfied with your purchase from Zappos Retail, Inc. you may return it in its original condition within 365 days for a refund. We'll even pay for return shipping!

[Read our Shipping and Return Policies »](#)

10 CHARACTERISTICS FOR GUARANTEE SUCCESS	SCORE 1-10 Zappos
1. Relevant and meaningful	9
2. Credible	9
3. Clear and concise	8
4. Genuine commitment to customer satisfaction	9
5. Explicit, blatant, obvious	10
6. Precise language	8
7. Clear, simple and inviting mechanism for triggering	7
8. Respond quickly to any customer triggering	8
9. Educate and train all your people	8
10. More powerful than your competitors	4

80/100



Two week money back guarantee

We sincerely hope that you will be pleased with your new LaserCane or U-Step and are confident that it will give you many years of reliable service.

However, if you are not entirely satisfied with your purchase from Attainability UK Ltd or do not find it helpful for your condition, please notify us within two weeks of receipt.

We ask that you use good judgement, not to damage the product you are evaluating and return it in its original packaging to the address below for a full refund.

All we ask is that you pay for the return shipping costs. We recommend using a tracked/insured service such as Parcelforce 48hr, or we can arrange collection (U-Step only, cost currently £30).

For any queries regarding this guarantee, please call us on 01743 245277 or 07778 435424 or via [our contact form](#)

10 CHARACTERISTICS FOR GUARANTEE SUCCESS	Score 1-10 Attainability UK
1. Relevant and meaningful	6
2. Credible	5
3. Clear and concise	5
4. Genuine commitment to customer satisfaction	5
5. Explicit, blatant, obvious	5
6. Precise language	8
7. Clear, simple and inviting mechanism for triggering	6
8. Respond quickly to any customer triggering	7
9. Educate and train all your people	7
10. More powerful than your competitors	5

59/100

INSTANT* RELIEF and LASTING PROTECTION - Prove it to yourself

Purchase any of the Colgate® Sensitive Pro-Relief™ toothpaste range (35ml and 75ml).

We believe that Colgate® Sensitive Pro-Relief™ toothpaste will provide instant relief from sensitive teeth, ***when directly applied with fingertip to sensitive area for one minute.**

If you are not 100% satisfied with the performance of our product and did not get instant relief after direct application to the sensitive area, we will give you your money back.



10 CHARACTERISTICS FOR GUARANTEE SUCCESS	Score 1-10 Colgate Pro-Relief
1. Relevant and meaningful	9
2. Credible	8
3. Clear and concise	8
4. Genuine commitment to customer satisfaction	8
5. Explicit, blatant, obvious	9
6. Precise language	9
7. Clear, simple and inviting mechanism for triggering	7
8. Respond quickly to any customer triggering	7
9. Educate and train all your people	7
10. More powerful than your competitors	9

71/100

Now it's time to assess your guarantee using this 100-point guarantee scale.

Or, if you don't yet use a guarantee start the process of creating a guarantee for your products or services.

4. CREATING A POWERFUL GUARANTEE FROM SCRATCH:

- a. Start by working out the 1, 2 or 3 most relevant or meaningful aspects of your product/service for your customers.

Do what you can to avoid price to begin with. Price may feature in your guarantee but remember how Premier Inn separated themselves from the pack by not using a price guarantee when all their competitors focused on a price guarantee.

Instead look at speed, at quality, at performance, at the results achieved, at total satisfaction, at one aspect of your product/service that in your experience clearly matters to your customers.

Speak to the people who are interacting with your customers, they will know what really matters to your customers if you don't already know.

Look at the marketing of other products that are similar to yours in your sector, your industry, to see what it is that they focus on. That will help signpost what matters most to your customers also.

- b. Next work out the weakest, least-impactful, guarantee you can think of for your product around each of these 3 important aspects - each of these guarantees should be one that you the business owner would think easy to use because there's no risk or cost to you.
- c. Now turn these easy guarantees on their heads and create outlandish, far-fetched guarantees for each of your 3 important aspects - these outlandish guarantees should appeal to your customers but they should be too high risk and too costly for you to take seriously. Make them extreme.
- d. Now work out a guarantee somewhere between these two extremes that you believe would seriously influence customer behaviour in your favour – be brave when doing this.
- e. Now work out the break-even position for using this guarantee. According to Christopher Hart in his book on guarantees:

“There are two costs associated with a guarantee program: the cost of guarantee payouts and the cost of raising quality so as to reduce payouts.”

Your job is to maximise the marketing and sales impact of your powerful guarantee AND minimise the amount you pay out or have to invest in quality or speed improvements. If you want help working the break-even associated with your guarantee please let us know.

- f. Assess your guarantee using the 100-point guarantee scale and see how strong your guarantee compares with the examples above and, more importantly, compares with your competition.
- g. Now work out how to best test your guarantee without having to launch your guarantee company-wide. You can run your guarantee test for a small period of time. You can run a guarantee test in a limited geographical area. You can limit your guarantee to certain products or services. How can you best test your guarantee?

Now you're ready to make potent guarantees help you grow your sales and profits.



Guarantee Success

Support tools and resources

4. BLANK 100-POINT GUARANTEE SCALE

10 CHARACTERISTICS FOR GUARANTEE SUCCESS	Score 1-10 Your Guarantee
1. Relevant and meaningful	
2. Credible	
3. Clear and concise	
4. Genuine commitment to customer satisfaction	
5. Explicit, blatant, obvious	
6. Precise language	
7. Clear, simple and inviting mechanism for triggering	
8. Respond quickly to any customer triggering	
9. Educate and train all your people	
10. More powerful than your competitors	

/100

Discover more ways to make more of guarantees by seeking out this valuable book:

Extraordinary Guarantees: A new way to build quality throughout your company and ensure satisfaction for your customers by Christopher W. L. Hart



Guarantee Success

Support tools and resources

5. SOME MORE (REAL) GUARANTEE IDEAS TO INSPIRE YOU:

100% Risk Free Money Back Guarantee

Here at BassBuds™ we want you to be satisfied with every purchase you make, and are 100% certain you will absolutely love your new BassBuds™ product. Every product sold by BassBuds™ is backed with a 7 working day money back guarantee. That gives you over a week to put your BassBuds™ to the test. You can jam to your favourite songs on your MP3 player, catch up with good old friends on your smartphone, watch the latest TV programs on your tablet, and take your BassBuds™ to work, school, while you travel, shop or chill and you will be catching the eye of every person you walk past thanks to the amazing and unique style. However, find that BassBuds™ aren't for you, we will offer you a no-quibble return for your BassBuds™.

So you have absolutely nothing to lose!

Risk Free 30-Day Money Back Guarantee

NO RISK! Our 100% Satisfaction Guarantee - Your 30 Day Trial.

Once you've got your own Sto-It put it to use. If you're not delighted with your Sto-It just tell us within the first 30 days we'll give you a full refund of all your money. And remove your Sto-It at our cost.

Your Sto-It has to be undamaged and in its original condition to qualify for this guarantee. We can't be any fairer than that can we? So take advantage of our risk free 30-day money back guarantee.

Your Satisfaction is Our Guarantee

We take our commitment to your hearing health seriously. We aim to provide only the very best service, care and technology in the industry. That's why we offer you one of the longest trials in the industry and offer you a money-back satisfaction guarantee. If you are not completely satisfied with your Sonus-purchased hearing aid for any reason, simply return it within 75 days for a full refund.

No risk – 100% money back guarantee

Internet business is becoming increasingly sensitive to the quality and stability of server services. And precisely for this reason we have decided to offer our services with satisfaction guaranteed or 100% money back.

Our 100% Money Back 30 Day Trial Offer is intended to provide our customers an opportunity to try the server cluster and evaluate its effectiveness.

If, for any reason, during the first 30 days you're not 100% satisfied with our server hosting plan, simply send a request to our customer service staff for an immediate full refund.



Can I return my Proactiv+ products if I am not entirely satisfied?

We are so sure that you'll love our products that we give you our 60 day money-back guarantee. Try Proactiv+ for 60 days and if you're not completely satisfied with the results you can return the bottles to us, even if they're empty. A benefit you won't find on the high street!

If for any reason you are not absolutely delighted with Proactiv®, simply contact our friendly Customer Care team and they will be happy to help.

To provide the best service possible and ensure your return is processed in a timely manner, we ask that you call FREE to request a Returns Authorisation Number (RAN)...

Money Back Guarantee

A major strength of our service is our money-back guarantee. We are so confident in our service that we will offer you your money back if you don't get enough CVs to fill your vacancy. In the event that you have received, after vetting, less than 50 qualified CVs then we will re-run your advert for free. After re-running your advert, if you have still not received 50 qualified CVs then we will refund you your fee in full.

It should be noted that our money back guarantee only applies to job vacancies that are offering a salary. Self-employed/Commission-only vacancies are not subject to refunds. The money back guarantee only applies to one advert per client/company. This applies to the Full Recruitment advertising package only. There is no money back guarantee on the Value Package. Offer not extended to other recruitment agencies.

What is the 30 day, no-risk, money-back guarantee?

If you purchase our Rosetta Stone® Personal Edition or Homeschool Edition products (including Online, Download, and/or CD- ROM products) via RosettaStone.com or telephone, you are entitled to a no-risk, money-back guarantee. You can return the product within 30 days.

Great Service. Or Your Money Back!

Health and Safety can be a big investment and although we promise to bring you more business as a result of the work we do, it's not the no-risk guarantee you need.

So here is the No Risk Guarantee you need!!

We will work with you for 60 days and if you feel you can't go with the safety systems we've put in place for you, we'll refund you everything you have paid.

Take each of your five Naughty Cloths and put them where they were meant to be.

By your monitor. With your laptop. In your glasses case. In your car. In your camera bag. With your phone.

Here's our guarantee unlike any other. We call it our better than money back guarantee and here it is... Try our Naughty Cloth for 90 days. If during that time you don't feel that it's the best microfiber cloth you've owned, we'll refund your money. And you can keep all of the cloths.