



Business Builder

Tips & Techniques to Help Your Business Grow

Money-Back Guarantees Will Make You More Money

Okay— how can giving money *back to a customer* actually make more money for your business?

It all has to do with fear. One of the most daunting obstacles standing in the way of making a sale is your buyer's fear of risk. If you remove the risk of doing business with you, you've cleared the way for a favorable decision. If you're not offering a money-back guarantee with your offers, you will after learning these facts:

- > Most people will no take you up on the money-back guarantee! Even if they are extremely unsatisfied, it rarely happens.
- > Any refunds you make will be greatly outweighed by your increased sales. If you sell twice as much product, you can afford to give a refund to 1% of your customers.
- > You are required by law to do it! It is a law in the United States that you have to refund the purchase price in the first 30 days if a customer is not satisfied. Basically, you have no choice.
- > If you offer great products or service, people won't want a refund. Do everything you can to exceed people's expectations and they'll have no reason to ask for a refund.

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