



THE HIGHLY-EFFECTIVE GUARANTEE

This discussion and worksheet will help you make more confident sales by reducing or removing risk in a compelling way.

You will be ready to immediately apply this training to the offers you sell - yours and your clients'.

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WHAT'S THE QUICKEST VALUABLE WIN FOR THIS OFFER?

Check it:

☒ Quick

When can it be realised? _____

☒ Valuable

Why does it matter? _____

☒ Measurable/Demonstratable

How will (you and) your client/customer know they've hit it? _____

For DIY offers (courses, digital products etc) ONLY:

☒ Requires minimum viable commitment from your prospect

What do they have to do to obtain it? _____

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WHAT WILL YOU PROVIDE IF YOUR OFFER DOESN'T DELIVER?

Check it:

☒ Compelling

What makes this a no-brainer for your prospect? _____

☒ Frictionless

How can you make this easy for your client/customer to ask for IF your offer fails to deliver?

Fill in the blanks:

If you don't {insert QVW} by {insert timeline}, my offer has failed to deliver, and I'll {insert what you'll provide}. (OPTIONAL: I'll even {insert how the process of activating the guarantee will be easy for them}).