

## Minimizing Returns and Cancellations

*Buyer's remorse is nothing more than the natural uncertainty and doubt that often comes after making a decision. As soon as a buying decision is made, particularly if it has been a difficult decision, buyer's remorse sets in with the customer.*

**B**uyer's remorse is a part of human nature. You walk into a store and see an item of clothing that you know your husband or wife would look PERFECT in. A birthday is coming soon, so you immediately snap it up and you're pleased when the clerk even offers to gift wrap it for you at no additional charge. Within minutes you're walking out of the store with the PERFECT gift.

Or is it? As you walk through the mall, what kinds of questions might start to go through your mind? Was it the right size? Has he or she gained or lost weight? If it's a little too small, will it make them feel self-conscious about the weight gain? If it's a little too big, will they think that you think they're fat? What about the color – it looked great in the store, but now it's wrapped so you can't look at it again.

So you end up taking it back – and MAYBE that was the right decision. Maybe. But the important point here is that the instinct to second guess our decisions is natural and it happens almost with every decision, whether we realize it or not. Buyer's remorse is nothing more than the natural uncertainty and doubt that often comes after making a decision. As soon as a buying decision is made, particularly if it has been a difficult decision, buyer's remorse sets in with the customer.

### **The natural instinct to “second-guess”**

Whenever a decision is made, most people almost immediately begin to rethink it, mentally checking themselves to see if they “feel good” about the choice they've made. For many this is an instinctive reaction, and it can be very helpful when it prevents us from making mistakes. But our instincts can also cause us to second-guess good decisions, and sometimes we make the mistake of back tracking on a choice that that really was the right one for us.

Wherever a customer makes a purchase, or any other decision that they may second-guess, you should be sure to reassure them that they have made the right choice.

There are three simple things you can do to reinforce the customer's decision and minimize their natural uncertainty: Assure, Appreciate and Advance.

**1. Assure the customer that his or her decision was a good one:**

“...Mr. Jones, I know you're going to be thrilled with this...”

“...Oh, this is beautiful...”

“That's a wonderful choice...”

**2. Appreciate their business. Tell the customer that you're thankful:**

“...Thank you, you're one of our best customers...”

“...We really appreciate you thinking of us...”

“...Your confidence in our product means a lot to me and I want you to know how much I appreciate your business...”

**3. Advance the conversation to a future event that will focus their thinking on the benefits of ownership:**

“...I'm sure she'll love it...”

“...I can see his smile when he opens this...”

“...Let's set up a delivery date that's convenient for you...”

No matter what your product or service is, devise a way to make customers comfortable after the sale. The key is to go out of your way to help the customer maximize the use and value of whatever they have purchased. The most powerful tool for preventing buyers remorse is your personal, sincere confirmation, at the right time, that your customer has done the right thing.

Your attitude and focus after the customer has made a decision to purchase your product or service can generate new sales for you if you indicate a genuine interest in the well-being of that customer. On the other hand, if you act as though your job is done once the sale is made, the customer will begin to feel abandoned and is much more likely to cancel the order.