

Reducing risk in buying decisions

When a buyer is considering your product, they will consciously, or unconsciously, consider six risks. Here is a list of marketing tactics to reduce the perceived risk.

| | Technical risk | Financial risk | Delivery risk | Service risk | Relationship risk | Professional risk |
|--|----------------|----------------|---------------|--------------|-------------------|-------------------|
| Testimonials/references | ✓ | | ✓ | ✓ | | ✓ |
| Product/technical sheet | ✓ | | | | | ✓ |
| Product review reprints | ✓ | | | | | |
| Free trials | | | | | ✓ | |
| Thought leadership/whitepapers | ✓ | ✓ | | | | |
| Coach buyers to manage expectations | | | ✓ | | | ✓ |
| Competitor comparison | | | | | ✓ | |
| Online/event product demos | ✓ | | | | | |
| Partner/alliance with client's suppliers | | | | | ✓ | |
| Service level agreement | ✓ | | | ✓ | | |
| Guarantee/track delivery | | | ✓ | | | |
| Guarantee lowest price/show ROI | | ✓ | | | | |
| Volume discounts | | ✓ | | | ✓ | |
| Payment by instalments | | ✓ | | | | |
| Add value with extra services | | ✓ | | | | |