

Improper sales techniques

Recently I was asked some questions and to do a favor. The question was have you ever had to come face to face with a very unethical person selling in the trade services. This is concerning a sales person that is preying on people that do not have the mental capacity to make decisions or unable to understand the complete transaction. The practice of selling to quickly without all the pros and cons to the buying facilitation.

This happens quite frequently in the service trades. The main cause is a direct result of the sales person not possessing the proper ability and knowledge to perform their duties. This person lacks the understanding of the cause and effect of the issue at hand. What is understood is the urgency, ability, and availability of the customer and their funding to complete the tasks at hand. Whatever it takes in order to get the most out of that customer is fully understood without comprehending the long term harm that is created without goodwill existing.

All companies are in business to make a profit and sometimes the size of the profit can intensify the lack of integrity and ethics in the person that is selling for the company. This does not mean the company is standing behind the method of this sales person.

Some examples would be;

Customer that does not speak and understand English well however they need items taken care of and the sales person pad the bill due to the customer not understanding the legitimate costs involved in order to make a better commission.

Elderly couple or an elderly person that is alone that is confused (disease or old age) and unable to follow the solution and is easily manipulated to spend more than they should on both the solution and price.

Painting a picture of the worst case scenario that portrays disaster when they choose to do a repair versus replacement?

Charging for a complete job and then only doing minor repairs that are not what is promised.

The sales person pushes the customer too hard the customer threatens to call the police in order to remove the sale person from their home.

Perpetuating a mistruth in order to convince a customer to take action when that action should have been taken or not. Will the end justify the means.