

DIRTY LITTLE TRICKS: HOW SALESPEOPLE ARE ROBBING YOU BLIND!

INTRODUCTION

Being tricked or taken for a ride can be frivolous or harmful, depending on whether you lose money or your sanity. If you lose money, then I'm quite sure that your sanity will follow.

When individuals are made to look a fool, many emotions surface: anger, disappointment, humiliation, and others. When you are taken advantage of by a sales "rep," it takes awhile to get rid of the bad taste it leaves in your mouth. Of course, the resentment you feel towards the salesperson usually increases in direct relationship to how much money or humiliation it cost you. For example, if a person happens to be a millionaire, losing a hundred dollars does not have the same effect as someone who is struggling to make ends meet. That hundred could represent badly needed food, clothing, or shelter. On the other hand, if an individual has more than sufficient funds, the loss of one hundred dollars could be the same as losing a few pennies.

Always keep in mind that monetary loss is only part of the loss. In fact, if you spend your time thinking about how and by whom you have been mistreated, it takes away from the more pleasant and productive thoughts that you should really be focusing on instead. Besides, when your thoughts keep turning to salespeople who screwed you over, you are allowing them to "get into" your head. They've already forgotten when they took advantage of you! You have allowed them "free rent" space in your head. In other words, you're most likely the only one experiencing mental anguish.

Since you alone know what "loss" means to you, as you read "Dirty Little Tricks," the humor or sorrow will be for you to judge. Join me as I take you to the inner-sanctum of the masked sales reps, and reveal some of their scams. We'll look at some of their more infamous "tricks."

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