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The Dirty Tricks Salespeople Use to Rob You Blind

by PAUL BANNISTER

It takes a salesman to expose the dirty little tricks salespeople use to take you to the cleaners.

So we called one -- and in this ENQUIRER exclusive, lifelong salesman Thomas Crowel blows the lid off his colleagues' crooked ways -- and shows you how to outwit them.

"If you know what techniques the salesman's using, you can counter them, saving yourself money and getting better deals," Crowel told The ENQUIRER.

In his book *Dirty Little Tricks* Crowel reveals the dirtiest tricks you'll face. They include:

The Flyer Lure: Merchandise pictured in the flyer is not always what you get. "A complete computer package may be pictured in the flyer, but the fine print will tell you that the monitor, keyboard and printer are sold separately -- costing you hundreds of dollars more."

The Was/Now Trick: A product with a \$14 sticker just barely covering an \$18 sticker. "You think you're getting a bargain, but the lower price is the true one. Check with other stores for the real deal."

Extra Service cons: During oil changes, technicians often pressure you to buy extra services. "Check with your dealership," says Crowel. "That 'dirty' fuel injection system they're offering to clean might be O.K. Some vehicles have a 'check engine' light that comes on if the injectors need attention. Just knowing that can save \$80."

Don't be floored: Floor mats for a new vehicle are extra, sometimes as much as \$200. "Many times, if you ask, the dealer will throw in the mats at NO charge. Don't ask and you'll pay for 'an extra'."

Be "nosy": "Ladies have been known to buy dresses, use them and return them," warns Crowel -- so SNIFF before you buy. "If the dress smells like smoke, or doesn't smell new, it's probably been used and returned -- and might be damaged too."

Don't let your dentist put the "bite" on you: Many people go for porcelain fillings, because they look better than silver. "What the dentist doesn't tell you is porcelain fillings make the tooth more sensitive to heat and cold, because they're not as good an insulator as silver. And what does having sensitive teeth make you do more often? Yes, see the dentist."

Nobody likes to be taken for a ride, says Crowel. Knowing the dirty sales tricks in advance can help put you in the driver's seat.