

REPUBLIC OF RIPOFF

Confessions of a Home Improvement Salesman

BONUS #1

Best Rebuttals to Overcome Anything Your Salesman Could Ever Say To You

You, the homeowner, want to maintain control, just as you will if a surly three year old attempts to crack open eggs atop your head. Thus, you will always try *not* to commit to buying anything until you are absolutely, positively convinced that you *must* have it. When walking into, say, a clothing store and the salesperson approaches with the inevitable, "May I help you?" *Virtually always*, your retort is, "No...I'm just looking." What you are *really* saying is, "Leave me alone and let me decide if I want anything before I ever again speak with you."

The Home Improvement salesman will not allow you that privilege and will use his wiles to overcome every objection. Thus what follows are rebuttals to your slick salesman's urgings:

1. "Well, Mr. Salesman, thanks for all the good information and pricing you've provided. We won't make a decision now, as you're the first one we've seen about our project."

"Yes, I'm the first one here, yet I'll show you industry publications and other sources which will verify my pricing."

Your rebuttal: "It's good that you can verify. Please show me."

After he does: "Well, thanks, Mr. Salesman, however, no matter what you are showing me, I must speak with several other companies to see if they're as good, or even better, than you say

you are. And this goes beyond just price. It includes the sense I get about the salesperson, the photos I see and the design lay-out. So, for now, all I can say is, I will take your information, compare it to others, and *only then* will I make my final decision."

2. "I never make a decision the same day."

"Well, sir, moments ago you said that you liked what I've shown you...the design, materials *and* that the price seems reasonable. So...if all is as you wish it to be...then why not move forward and we'll write up the contract?"

Your rebuttal: "You are pushing me to make a decision when I don't feel comfortable enough to do it, and pressure is a major turnoff. I can see you're very enthusiastic and it seems your company will do a good job. This said, I would never feel that I've made the right decision without thinking of the costs and how paying for the job would affect my current income flow. So, for right now, nothing you can say will convince me to sign tonight. Are we clear?"

Salesman's follow-up rebuttal: "Well, I do understand, yet tonight's price is, well, for tonight. I mentioned to you at the beginning of our conversation that we have something special as far as price for tonight. Think a moment - Macy's is running a one-day-only July 4th Independence Day sale on furniture. You need a new sofa and you're looking at the newspaper and, *voila*, you see the exact couch you've been wanting. However, you'll be away and won't ever be able to get to the store on July 4th. So, you walk in on July 6th and tell the salesman you want your sofa at the sale price. All he can say to you is, 'Sorry, but the sale ended two days ago.'"

"So, it's the same with me. After tonight my company cannot give you this low price."

Your follow-up rebuttal: "This is a ruse. I know that, if I called you tomorrow and said, let's do it, you would jump at my offer and come quickly to my home for my signature on a contract. So, don't go there, as you are now losing credibility."

3. "My wife (or husband, or brother or whomever helps with decisions) isn't here, but you can talk with me and I'll let them know."

"Well, ma'am/sir, having them here is quite important. They need to meet me to get a sense if my company and I are professional, see photos of previous work, the design of the project and materials. We might spend an hour or two going over all of that. Can you really ask *them* to give *you* their opinion on something they've never seen and where the only words they actually hear are 'construction' and the numbers?"

Your rebuttal: I can understand both your want *and need* to have all the decision makers here right now. Unfortunately, this is not how we work. It is up to me to ascertain if we want to see you again. So, today is just the first preliminary discussion. I'll be doing the same with other companies. You will not meet my (co-decision maker) until we have a conversation about everything. Therefore, Mr. Salesman, let's begin the process now and, if all goes well, we may see you again. If you can't do it this way, then I believe we should end the discussion now. Your move."