

A Lesson in Salesmanship

I had the desire to buy a new flashlight. Not a deep, burning desire but just an idea that I would like to have a new one. I looked at them in several stores but didn't have a strong enough urge to commit to buying one. I was passing a kiosk in a shopping mall one day and saw a flashlight for sale. I stopped to look at it and a young girl, about 18 or 19, came over and asked if she could help.

"No thanks" I said, hoping that would be the end of the conversation, but it wasn't.

She told me that it was a very good flashlight and a bargain at such a low price. My interest wasn't high enough to actually buy it so I tried to get away by just asking a question.

"Are the batteries included?" I asked.

She then showed her innate ability of salesmanship. She didn't simply say YES or No. Instead she said, "If the batteries are included will you buy it?"

I was trapped. "Yes!" I moaned.

She replied, "Then the batteries are included".

I came home that night with a brand new flashlight (batteries included).



Brad McInnes
YMASC President 1970 - 1971

