

Content

1. Don't behave as if you are going to get the price down 9
2. Naming the Price 9
3. You should be able to walk away
4. Oh, Oh, in the wrong shop 10
5. A good sales person will make you think that you are getting the "sale of the century" 10
6. Sales people get paid training 11
7. Write down your questions 11
8. Shop around and note down the prices 11
9. What is your final price 12
10. Stay calm, it is only a game 12
11. Have fun, buying can be fun 12
12. Why do you want to buy this here? 13
13. Be polite, be friendly 13
14. Embarrassing someone is never nice, remember you might need that person someday 13
15. Buy when it is quiet, when there are not many sales 14
16. Even if something has 50% discount, ask for a discount, command a lower price 14
17. What is the lowest price 14
18. Never name a price 15
19. A couple that has an argument in the store 15
20. Say that you have to confer with your partner about the discount 15
21. Hand-out your visiting cards 16
22. Walk away from the seller 16
23. Asking for a discount in a restaurant 16
24. Be silent, be quiet 17
25. The competition is cheaper 17
26. Don't be ashamed, the seller isn't 17
27. Be prepared to lose today 17
28. Trip the seller up but do this with charm 18
29. The trick with the envelope 18
30. In a large department store 18
31. Ask when the product is in the sale even though it says "special offer" 19
32. Be strong, do not let yourself be persuaded 19
33. A strange customer tries to praise a product to you 19
34. But you promised 20
35. Compliment the store, the window display the carpets 20
36. Do not ask for a small discount, go straight in for a large discount 20
37. The seller is also a human being 21
38. Who should start the conversation? Should I start? 21
39. What is exactly the lowest price 22
40. One wants this and the other one want that 22
41. Confer with each other, in view but out of hearing distance of the seller, with your wife, friend, mother, father, neighbour. 22
42. Call the competition in the vicinity of the seller 23
43. Call your partner to confer 23
44. Look for other buyers, your neighbour, family, friends, acquaintances. 23
45. Sometimes the sellers have nice price books 24
46. You are a hunter, hunt your prey 24
47. Listen to a CD, stay a while longer, discount, discount, discount 24
48. If you feel pressured, never give your own name to confirm a purchase 25
49. Always leave the door ajar 25
50. Stay in contact 25