

Priceless Pitch

Sometimes customers do the selling. Like the case of the hopping mad Bentley owner who stormed into Malayan Motors' showroom. He gesticulated, uttering each word forcefully: "Three times I used this car, three times it failed to start. I have never been so embarrassed!" He had never had any trouble in all his years of driving a Bentley until this car came along, he raged.

The salesman looked at him sympathetically and said: "I tell you what, mister, I'll take the problem away for you. Would you consider taking this new Bentley in the showroom?"

"What do you mean?" the frustrated owner

asked with increasing irritation.

"I'll trade the cars. I'll sell you this new car at cost. Just pay me the difference. You can take the new car away right now," the salesman promised.

The doubtful owner looked at the salesman, then the car and asked apprehensively: "Are you really serious?"

"Yes, you can drive it away right now," the salesman repeated.

And so a gentleman's agreement was reached. They shook hands on it and the now happy customer drove away with the new car. The salesman lost money on the deal, but he was soon to find out what he had gained.

Sometime later they met at an embassy party. The customer greeted him warmly and introduced him to some friends. Then, turning to his companions, he said: "If you guys are looking for a Bentley, this is the place to go. These guys at Malayan Motors, they really look after you."

The salesman was gob smacked. The S\$20,000 he had lost on the deal was nothing compared to this kind of genuine advertising – from a credible source to a cache of potential clients some of whom called with enquiries after that. You could not even pay someone to do it even if you had wanted to – to say the right thing, at the right time, to the right people. It was priceless.