

The 'Buy Now' Pressure Game

'I've got another family looking at this same unit.' 'Show pricing ends today.' 'My manager said no but I went to bat for you.' Three lies you'll hear every visit. Here's how to break them.

Lie one — 'another family looking at this unit.' Maybe. Almost never. Even if it's true — let them have it. There are seventeen identical units within a two-hour drive.

Lie two — 'show pricing ends today.' Show pricing is always available. It's a manufactured deadline. If you walk out and call back Wednesday, the same price is available.

Lie three — 'my manager said no but I went to bat for you.' Translation — we're inflating perceived value so you feel like you owe me. You don't.

Counter-tactic — every time you hear a pressure phrase, say 'thanks, I need to think about it' and walk to the door. Watch the price drop in real time. Or — they let you walk. Either way, you win.

THE BOTTOM LINE

Comment the pressure line that worked on you. We've all fallen for one.