

## Is Sales Manipulative?

Yes. And also no.

What is manipulation? Using emotions and secretly controlling the environment to get unfair personal advantage or benefits.

People do manipulate all the time. Even the most honest ones. Either purposefully or not.

When one uses the display of emotion to get something, we could consider that manipulation.

When a little kid cries to get a cookie, could be considered manipulation.

When a big corporation constantly pushes an advertisement campaign to your face which associate their product with a positive experience or emotion is manipulation. Or a negative emotion which their product might help avoid. Like **“Share a -product- with your friends”** or **“We offer that home that you and your family deserves”** or **“Without our security system, you are putting yourself at risk!”**

Do you see how each and every one of these marketing messages are tapping into a person's emotional connection with:

- Their family's safety
- Their connection with their friends
- Their need to provide to their family

All to sell you the next beverage, product or revolutionary security system. And probably not because they care about your friends and your relation with your family or your safety. If they were to care personally for those things, don't you think they would do something more? Like send out their security staff to your house to protect you 24/7? Or give you advice on how to better connect with your friends and how to get more people to like you? Or offer you a job so you can afford a home for your family better? Or offer cheaper homes?

The harsh reality is, this is not personal. But this is also not against you. It's simple economics. You would be pretty stupid to do everything for free. There was a guy who tried to be everyone's saviour and they crucified him.

No, in reality I think you can help much more people if you are financially stable and profitable.

Secondly, while one might benefit financially from a sale, the sale would never happen if it wouldn't solve some type of problem, issue, fear or challenge in achieving a certain state or goal.

So in every sale there is a certain type of service to the buyer. In fact, in many cases your service is so valuable that it would be harmful to let the prospect go without you trying everything to get the service/product in your buyer's hand!

Please note that manipulation is using tactics and emotions and control of the environment to gain personal benefits and advantage unfairly.

Imagine. If you would have the one answer that could potentially solve all safety related problems or threats for your client, wouldn't you use every trick in the book to get him to this solution? Even if at first he seems resistant and disbelieving.

The prospect likely doesn't know how valuable your solution is. That is why he is talking to you. Your job is to get him to see how valuable your solution is, smooth out all challenges in acquiring this solution and then get him to have this solution. And as an exchange/reward, he pays for it.

And yes, the process of getting your solution to your prospect's hands, will take persistence, techniques, strategies and even emotions. As without emotions a person will not buy. It is just what it is.

The best thing you can do is offer solutions (services/products) that you KNOW will service your prospect and be beneficial to your prospect. If it's not beneficial, it is YOUR duty to reject your prospect, and not give him your solution, as it will not benefit him.

You are in the service industry as a sales rep!

Is sales manipulative? Yes. But if sales is manipulative, so is everything else on the market, society, politics, family, romantic relationships and so forth.

Is sales manipulative? No. But it is your job to keep it that way, and be honest and always look at how you can service your customer. That's the way to make sales not manipulative.