

CONSUMER PROTECTION AGAINST AGGRESSIVE SELLING

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Abstract: *Aggressive selling is selling method which consists in using a series of aggressive techniques of negotiation – the proposal to buy an unnecessary product, or “charging” the client with supplementary quantities of commodities, over his needs. In our days, the companies spend each year, a lot of money to initiate their sell agents in the selling art. Unfortunately, these manipulation techniques are not prohibited by law, so we have to keep our eyes wide open and try to keep our independent thinking.*

Key words: *selling, aggressive techniques, consumer protection.*

1. Introduction

In the process of training salespeople to get as many orders, there are two basic approaches. Oriented approach to sales and customer oriented. The first involves practice of pressure on the client by exaggerating the quality of the product by criticizing the competition using a skillful presentation and offering a price concessions or to cause the customer to buy product on the spot, no matter what.

A second approach involves identifying customer needs so that the product offered is providing a good solution to his problems. In this case, customers are buying the product they want, when they want. This article aims to analyze the first approach, that aggressive selling techniques that lie behind it and how the consumer is protected against this kind of sale.

2. Persuasion and Manipulation

Persuasion means an act of persuading in one way or another someone to do or to choose one thing. Decision is often based

on illogical arguments; the person is convinced of the necessity or apparent importance of the action or product.

The handling means an act of influencing public opinion through specific action so manipulated people will have impression that they are acting according to their own ideas and interests. In fact, they take an idea, an opinion, an argument that does not belong to them, but it has been induced by various means.

3. Persuasion Techniques

a) One of the simplest is the technique of time distortion. This technique refers to a decision that the client is trying to take, speaking to them as if the decision is already made and that would have made even pleasure. Also combination of pleasing images made with use of past tense makes offer to be irresistible.

b) Reciprocity technique is based on individual need to repay a favor, whether it was required or not, immediately after its acceptance. This feature transcends any cultural differences or human race. The

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principle is easy to use: give something and expect to be rewarded. A way of this technique is called the door in the nose and count first to ask a favor of the same kind that we want to achieve, but more than that. The first favor is usually denied and when you ask for what actually want to get and is reduced to the first it can not be refused because the customer feels obliged after concessions by lowering the first favorite to do and he concession and accept the second.

c) Commitment and reciprocity technique is based on the fact that people would do almost anything to keep the ideas that are consistent or with those they had previously. When public will take an attitude, all subsequent actions will be consistent with the previous one. In practice this technique is reflected in t launching a series of smaller requests (unimportant and therefore impossible to refuse), the same kind as the real one. Because these small requests were accepted, that person will be conditioned mentally to accept and actual demand, even if it is greater. Conditioning is done when the person is in line with its previous behavior.

d) Rewarding technique is based on the fact that people frequently do certain things because they believe in a certain truth about themselves. If someone assigns a feature will behave like a person with that feature. If the chief tells the employee that it considers a hardworking person, the employee will acquire this feature and will behave as such.

e) Failure handling techniques Law refers to the fact that customer desire to have a product increases greatly if that product is presented as being in limited supply or difficult to obtain. Moreover, denial of access to a product that we were usually on hand makes us want immediately the product even if it is necessary or not. This category includes:

time-limited offers (only until the weekend you can buy a product x at price y), offers which limits products quantity (in call only three pieces, limited stock) or buy it now or never offers based on very strong emotional reaction determined to these situation so no decision is taken at "cold".

f) Contrast technique says that two different things seem even more different when put together or a thing can be perceived differently, depending on the context in which it is placed. This law works perfectly indistinguishable. For example, if it is presented to a customer a car which is worth €10,000, after it is left to adjust to this figure, the seller starts to show on line and additional facilities (without which such a machine can not be bought): Radio € 200, € 100 remote control, and € 500 anti-theft system. Compared to the 10,000 € these amounts will seem minor.

g) Reciprocity technique - if someone gives us something that seems valuable, we feel the desire to give something in return. That does not mean to give right back gesture or present, but to feel obliged to return the gesture at some point. This technique can be used skillfully to make us feel indebted and to agree to demands that normally, we would have refused. Repaying the favor is our obligation when the gift or favor has been requested. For example, many companies offer free samples of products that they are selling. The official explanation is that it gives potential customers the opportunity of trying the product. The reality is that this sample is a free gift, which increases the likelihood that they buy the product.

f) The technique of coherence says that when someone takes a stand on something, then that person seek to defend that position and behave accordingly, regardless of whether his position makes sense even if it is clear otherwise. A seller, who knows his job, before asking what he

wants to obtain from a client, will put the client in a position to make some statements on which it will be very easy then to push in the right direction that the seller wants. It is always possible to be denied the purchase, but in this case is much more difficult.

g) Social proof technique shows that one of the methods we use to decide what is right is to follow what others think is right. The more we are uncertain about a particular situation that we need to appreciate, the more we rely on the actions of others to decide how to behave. For example: At work is a day takings for a colleague. The first question that comes in our mind is: „, what the others have made?”

h) Technical Authority refers to the availability of adults to follow the orders of authorities to extreme. It is often obvious to underestimate the power of these things: from all automatic behaviors that we have, the one of executing orders or listening to advices coming from someone who is in a position of authority is having the greatest force. For example advertising is bombarding us with all sorts of opinions of some experts that guarantee the quality of different products, but nobody comes to mind to find what kind of experts they really are.

i) Sympathy technique is based on the fact that we accept much more easily a request if it is made by a friend or someone we know and esteem. In contrast, when the request comes from a stranger, our availability will be based on how cute and pleasant seems that person. Factors that lead us to sympathize more a person than another are:

- Physical appearance - research has shown us that pretty people seem more talented, smarter, more prepared and even more honest and trustworthy.
- Similarity - we tend to easily accept requests from people which we

resemble (are the same religion, have the same job, opinions, lifestyle, the same style dressing, and the same traits).

- Compliments - people want so badly to please others that they are tempted to accept and believe all the praise and compliments, no matter who makes them, even when they are false, made with the purpose of obtaining an advantage.
- Cooperation - people who want to cooperate with us for a common goal are much more appreciated. Professionals know very well handling this and will try to highlight any item of common interest.
- Combination of ideas - the brain automatically puts together two things or states which learns at the same time, even if there is no logical relationship between them. For example, if someone gives us bad news, we tend to look at him with distaste, although it has no guilt.

4. Conclusions

By manipulating it is influenced public opinion through specific means so that people have the impression that they are acting handled according to their own ideas and interests. In fact they take an idea (an argument) that doesn't belong to them but had been induced by various means. A professional seller knows that he must sell himself before selling the product, so he will appeal to all the techniques described above: it will be elegantly dressed, will make compliments, take care to discover t a common passion and will help you get a discount from the owner. The question is: how can we defend ourselves? Unfortunately, these manipulation techniques are not prohibited by law, so just keep your eyes wide open and try to keep our independent thinking.

But we can resist to persuasion and manipulation taking some measures like:

- asking for arguments;
- making a logic analyze of these arguments;
- try to find contra arguments;
- don't rush to decide;
- ask the advice to a trustful person;
- look for similar cases;

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