



Reverse Psychology STORY 33

For 18 months, the businessman hemmed and hawed. Then from out of the blue, he called Malayan Motors. Speaking to one of the salesmen, he ordered: “Come to my office at 8am tomorrow. I’m ready to buy a Rolls.”

The next morning, the salesman dutifully went to meet the customer. He was asked to wait and was offered coffee. He drank some, and then some more. He waited. Then the businessman came rushing past and apologised: “Sorry, I forgot I had made an appointment. I have to rush out now.”

The salesman returned empty-handed to the showroom, as was the case for every single previous “confirmed deal” meeting for a year and a half with the same customer.

After two months, the businessman called again. “Come now, right away. My lawyer is here. I’m ready to sign.”

So without raising his hopes too high, the salesman went, thinking this could finally be the day the customer signs on the dotted line.

When he got there, the businessman said: “You know, my lawyer says not to buy a Rolls. It will draw attention to me and it’s bad for business.”

“I gave up. I really gave up,” recounted the salesman. Some time later, when the businessman was driving past the showroom, he saw a newly arrived Rolls-Royce from the main road and decided to drive in. He looked it over and told the salesman: “I must have this car. This is the one I want.”

Remembering the customer’s track record, he decided to try a new tack. “This car has been ordered by a Sultan. He’s coming in a month to look it over and decide. So, I can’t let you have it,” explained the salesman.

“But has he put a deposit down?” the businessman demanded. “I can give you a S\$100,000 deposit right now.” The salesman replied: “Sorry but we have to honour our word to him.”

Three weeks later, the salesman called the businessman up and said: “Okay, the royal client doesn’t want the car. He says it is too small.”

The businessman screeched: “Too small? What does he want?”

“He’s looking for a stretched Rolls, a bigger one, with a few more doors,” said the salesman. “So, do you want this?”

“Yes, yes, I want it,” said the businessman.

And sure enough, the deal finally went through. Fortunately, the Sultan did not want the car. After nearly two years of chasing the businessman, the salesman had finally turned the tables on the customer.

A few years later when the by then retired salesman bumped into this customer, he enquired about the car, his business and if there was any truth in his lawyer’s warning.

The businessman replied: “Business is great and the car is wonderful.”

In fact, you could say the car brought him luck. By then, he was already into his third car with Malayan Motors.