

The hard sell

Used car (and for that new car) salespeople are known for driving a hard sell. And generally, consumers hate a hard sell. In fact, certain car dealerships (CarMax and Saturn) made their USP (unique selling proposition) the fact that what you see is what you get, and that you won't get hassled. Somehow, Verizon has not gotten the memo. I want to understand what the Verizon marketing folks are thinking, because from my perspective, they are driving a really hard sell, and not only that, they are being tremendously wasteful (not getting the ROI they should). As I mentioned a few days ago, Verizon is in the middle of selling FIOS. I have received about two marketing pieces a week (direct mail), three to four hangups from Verizon on my phone (telemarketing) and have been exposed to more Verizon TV ads than I care to think about. The bottom line is, as I have told Verizon, I AM NOT GETTING FIOS!!!! Stop selling me PLEASE!!!

At some point, they have to stop. But they won't. Why? Because they have spent millions of dollars in research, development and roll-out of FIOS and until every single Verizon customer signs up, they probably will not make up the difference. They may have miscalculated that people would be all over FIOS, or they rolled out FIOS at a time when people are cutting back on everything. In either case, Verizon believes that marketing FIOS will eventually bring in the numbers. Otherwise, they would not spend the money. However, I think their approach is extremely wasteful (yes, even in an environmental way).

So, my bottom line is that Verizon is the used car salesperson I will avoid at all costs. I am not buying a car (or new TV/phone service) any time soon. So sell away but all you are doing is irritating me and making me consider alternatives.