

Why Sales People Want You To "Act NOW!"

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When was the last time you saw some type of sales commercial? It's hard to go an hour without being bombarded on TV, in a store, or online with some sales pitch. It is funny how they always want us to "Act Now!" They use phrases like "Huge Investment Opportunity! Must Act Now!" "We will throw 2 of these in, but you must call now!" Have you ever wondered why they are always trying to get people to act at that very moment? I found an article listing "10 Ways to Get Customers to Buy Now" by April Duncan. Listen to the ways they try to draw us in. I am sure you will recognize most of them:

1. Give a deadline for ordering.
2. Give a behind-the-scenes tip of a price increase.
3. Establish a trial/introductory period.
4. Free gift.
5. "No risk" trial.
6. "Not available in stores."
7. Offer an upgrade
8. Free supplies/accessories.
9. Use action phrases (Call now. Toll-free. 24 hours a day).
10. Avoid passive phrases (Call us when you're ready to order).

These are the types of tactics sales companies use to get people to think and feel like they need to make a move immediately or they will miss out on one of the greatest opportunities of their life! But why do they want people to act immediately? It is because sales companies don't want us to think out our decisions. They want us to do it right away without careful consideration about our finances, about if we really need it, and if this is really a quality product.

In a similar way, Satan wants us to make hasty decisions and not carefully think about sinful situations or the consequences. It's interesting that there are many passages that encourage us to be sensible (Titus 1:8; 2:2, 5-6; Proverbs 14:8, 15, 18; etc). One of the best ones is Titus 2:11-12, "For the grace of God has appeared, bringing salvation to all men, instructing us to deny ungodliness and worldly desires and to live sensibly, righteously and godly in the present age...." Living sensibly is about thinking things through and being rational about our decisions. If we do not think things through then we will be much more likely to fall into sin. The reason the Lord has told us to be sensible is so we will realize that righteousness is always the correct decision.

Whether it is in regards to sales pitches, our finances, sin, or anything else, let's make sure we are thinking about the decisions we make. The choices we make today may very well influence ourselves, our family, our friends, and many other people down the road. Let's be sensible and realize the best choice is always to obey the Lord.