

Chapter 2

Types of Salespeople



Just as there are types of music stores, there are different types of salespeople.

There are several common complaints with combo store staff. One complaint is that they employ people who aren't knowledgeable about the store's products. Another problem is salespeople who ignore the customer. Or the opposite problem; being too pushy with the customer.

The employees in a combo store may be musicians that resent having a day job. They may be only familiar with current popular music and what the musicians playing it use. They may also be paid mainly on commission. So, they may want to sell you an instrument that they make the most commission on. Not the one that's best for you.

In a specialty store you tend to find more attentive, knowledgeable employees. One of the reasons for that is because you may be dealing with the store owner. If not the owner, then a salesperson who has a deep love for the instruments that they're selling.

The most important thing for any salesperson is whether they spend more time listening or talking.

If you don't understand an expression that the salesman uses, have him explain it to you.

Don't let a salesman intimidate you if guitars are new to you. Everybody knows something but nobody knows everything. There are probably a ton of topics that you're knowledgeable about that the salesman is ignorant of.

If the salesperson treats you like a dummy, don't deal with him. Someone who listens to you without interrupting and treats you in a polite manner is what you need when buying a new acoustic guitar.

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