

Help! It's the Attack of the Giant Sales Pitch!

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It's tough getting a rational, nuanced message across in the modern (postmodern?) world in the face of the gale force Sales Message.

We deal in subtle topics and things in the underground. We know that processes can be complex, but the clientele wants the Silver Bullet. They want to hear the news they want to hear. We sometimes bear bad news: "Your plan will not work." "This will not be easy to repair."

There is a comparable contrast in theology: Some preach the "prosperity gospel" (it doesn't matter the religion - the practice is universal). "Do this ___ and you will a) prosper materially, b) get to paradise with 72 virgins, or c) you get the idea. These preachers attract big crowds and money. Prophets and preachers of a less rosy, more nuanced message speak to smaller crowds.

You may likely be approached with a message of a final solution to your problem (well clogging, etc.) using an exclusive product or service. Don't kill the messenger. Some really believe what they say, some repeat what they've been told. You need to sort out the message from the potential result.

Our opinion is that good results in functions like well cleaning can be had using processes and equipment available all over the world. The key ingredients are knowledge and information.

We also like to see people get independent verification. We offer advice, plans, independent verification, and straight talk. Let us know if we can help...