

Don't call me, I'll call you

"Hi, Mr. McGleee, my name is Sally Sue and I'm calling from ACME Home Professional and Irritation Services and I'm calling to tell you we will have a representative in your area Monday, Thursday and Saturday this week and they would be only too happy to inspect your heating ducts or groom your dog...."

I know times are tough and businesses are competing for every dollar out there, but firms that insist on using telemarketers to peddle their wares automatically do not get my business—and I bet I'm not the only one who feels that way.

First of all, I don't like being called while I'm either (a) eating dinner (b) in the bathroom or (c) watching a mystery movie. Unfortunately, telemarketing types will only call (a) when you're tucking into the main course (b) once you've gotten, er, comfortable in the loo or (c) when the killer is revealed.

I also find it highly irritating when businesses opt to use door-to-door salespeople. They figure you'll find it more difficult to close the door in a salesperson's face than to hang up the phone while they're in the middle of a sales pitch. That may have been the case in the past, but I've found it just as easy to do.

Furthermore, if companies insist on using telemarketers, is it too much to ask that the person making the phone call knows how to speak English or at least has the IQ of a footstool?

I admit my last name is spelled a little different than the classic "McGee", but there are no k's, w's or b's in it although you wouldn't know it by some of the phone calls I've received. Also, telemarketers really should be able to tell the difference between a male and female voice. Nothing kills a sale faster with me than being asked, "Is this the lady of the house?"

The point is, if I want my ducts cleaned, house



painted or driveway paved, I'll call someone to do that work. I don't appreciate someone trying to sell me something I don't want.

The same goes for shopping at any store. The salesperson who comes over to me and says, "If you need help with anything just let me know" and then walks away, will always get my business. The salesperson who imitates my shadow and doesn't shut up will only chase me out of the store.

I'm much more patient with charitable groups that come to the door looking for donations since they're not out to make a buck for profit. But sometimes even they can push a little too much.

Two weekends ago Scouts Canada held its annual Apple Day with youngsters selling apples at various locations. It's a good way for the kids to raise money and more power to them. But, at one strip plaza I visited there were six kids selling apples. In the five minutes I was at the plaza each child, with parent nearby, asked me for a donation as I walked by and again as I walked back past them. A dozen requests at one location in five minutes—arrghh!

I know the telemarketers and door-to-door salespeople are only doing their job and that they must endure a lot of rejection, but if they're going to bother people when they don't want to be bothered, they had better have a thick skin.



Grey Cup Party Sunday, Nov. 24

6:30 p.m. Kickoff



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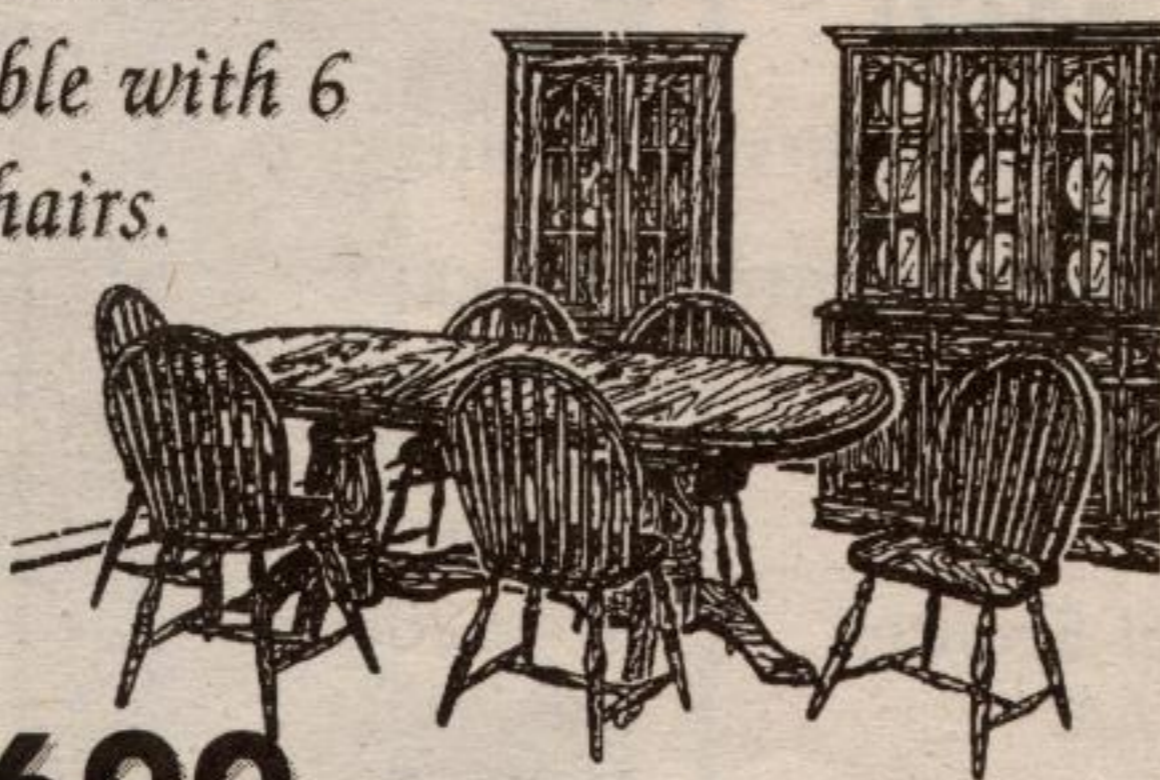
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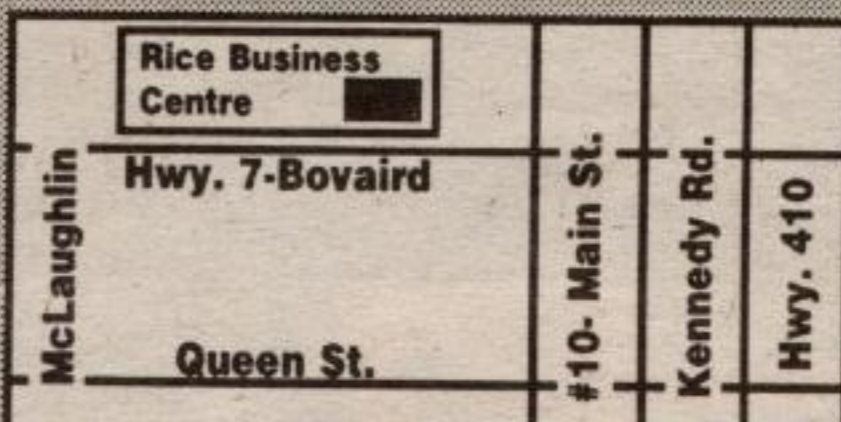
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