

## SHARK

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(1) My father occasionally goes shopping for an automobile, and I usually go with him. However, I flinch at the thought of inevitably encountering the salesman, especially the smooth-talking car salesman, Joe Shark. Joe's aggressive sales techniques and his brilliant business mind set the bait for his sales traps. The used car lot is Joe's territory. Dressed in a sport coat and plaid pants, he stands erect with his arms folded across his chest and peers through the showcase window. His sharp eyes scan his territory, searching for his next prey. Spotting a trespasser, he bolts out the door and greets the potential customer with a phony smile and a hearty handshake. As he introduces himself, he pats the customer on the back as if they were old friends.

(2) Joe's persuasive, glorifying descriptions of the car under investigation lure his prey farther into the trap. The rusty cars have the most efficient engines and the most durable tires, according to Joe. Besides, after a quick polish, the rust will sparkle, and any man would be considered the ultimate as he spun down the highway in the flashy automobile. Joe reassures the customer of the high quality of the car by rapidly rattling off mechanical terminology, endorsing every part from the efficient, circulating fan belt to the tiniest, dependable spark plug. Joe can make any decrepit auto sound like a Cadillac, even if the doors are about to fall off their hinges.

(3) The clincher that snaps the trap shut is the final sales price agreement. Joe Shark has a sharp business mind, especially in matters of money. His pupils dilate when dollar signs appear, and his ears ring at the mere mention of money. According to Joe, the price of any of the cars on the lot is always reasonable. However, as a favor to the stubborn customer, he slashes one hundred dollars off the initial price, claiming that the company is only making a small profit. As a result, the naive customer boasts to his friends that he has made an extremely favorable deal. Little does the poor customer realize that the actual retail price was a great deal lower than the amount he has paid. Joe snickers under his breath at his victim's stupidity.

(4) The signature on the dotted line of the contract officially locks the trap shut. Joe's witty sales techniques have triumphed again. Another innocent customer falls victim to Joe Shark's scheming business mind.