

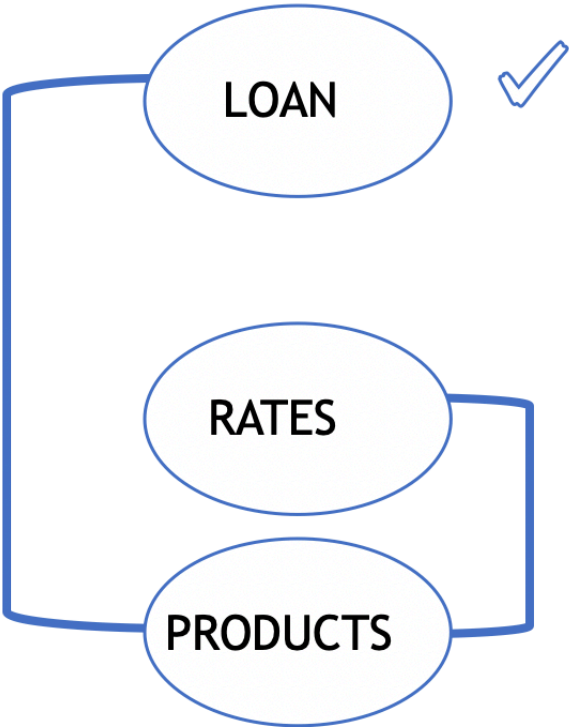


RAY RIEGER TRAINING

TIED SELLING vs PREFERENTIAL PRICING

THIS IS TIED SELLING:

In order to get the loan, you have to purchase products. This is a “NO NO”, this is ILLEGAL!



THIS IS PREFERENTIAL PRICING:

You get the loan no matter what. But with the more product you take The better interest rate you get.



LETS TAKE IT ONE STEP FURTHER.

You go to Mcdonalds and you buy a burger fries and a coke individually you would pay say \$10. But if you bought the happy meal you still get all the food but you only pay \$5 and you get a toy. Which would you rather pay? This is bundling packages together to save the client money.