

Red Flag 2

Sleazy Sales Tactics



If you've ever had the misfortune of receiving a cold call, you'll know how irritating it is. Someone you don't know, from a company you've never heard of, suddenly wants to talk to you about an "exclusive investment opportunity." Let me give you the best advice I can here: if you ever get a cold call about an investment, hang up the phone immediately.

But let's go deeper. Cold calling is just one part of a much bigger machine. Scam companies don't survive on chance. They've built highly tuned sales systems that are designed to lure you in, warm you up, and eventually close you. And the truth is, the people who work in these businesses aren't selling whisky, gold, carbon credits, or whatever asset is fashionable at the time. What they're really selling is a story — a dream wrapped in pushy salesmanship.

The Lead Magnet Trap

You might wonder: how did they even get my number?

Here's how it usually works. Scam companies spend a fortune on social media marketing, direct mail, and online adverts. You'll see a slick brochure, a flashy website, or an offer for a "free consultation call." They dangle something in front of you — that's the magnet. It could be a PDF, a glossy investment guide, or even a free bottle of whisky if you book a call.

And guess what? When you click that link, download that guide, or enter your details, you've just become the lead.

That's all they need. You've entered their system, and from that moment on, you're on their radar. You'll start receiving calls, emails, follow-ups, and endless pressure to move forward.

The Opener and the Closer

Once you're in, the process is carefully managed. Typically, your first contact will be with the "opener." This person's job is to qualify you. Are you worth pursuing? Do you have money to invest? Do you sound vulnerable enough to persuade?

As long as you've got a pulse and a credit card, you'll probably qualify.

From there, if you show any sign of interest, you'll be passed on to a "closer." These are the smooth operators. The experienced salespeople. The ones who know how to turn hesitation into commitment. And if your pot of money is big enough, you might even find yourself speaking to the company's partner or director. That's when you know they're circling you like sharks.

If you don't have much to invest, you'll probably just deal with the same person throughout. But if you're considered a "whale" — someone with serious cash — they'll line up two, three, maybe even four people to win your trust and push you over the line.

The Pushy Sales Model

Why are they so aggressive? Simple: it's all about commission.

In the regulated investment world, most advisers are paid a decent salary with relatively low commissions. That means their incentive isn't purely to push you into a product.

In the unregulated space, it's the opposite. Salaries are often low, but commissions are sky-high. Sales staff only make serious money when you part with your cash. That's why they're warm and friendly at first, but soon enough the charm fades, and the pressure begins. You can smell the desperation in their voices. They need your money, and they'll push until you cave.

Fake Urgency

One of their favourite tricks is creating fake urgency.

They'll tell you there's a limited batch of whisky casks available, and you need to act before someone else does. Or that a container shipment of rare wine is arriving, and buyers are queuing up. They'll claim you've only got 30 days to secure a "special rate." Sometimes they'll even let you put down 10% as a "pre-order," locking you in before you've even had a chance to think properly.

In other cases, they'll play you off against imaginary clients:

“I’ve got 15 other brokers here, and I want to make sure my client — you — gets this deal first.”

It’s manipulation. It’s designed to trigger your fear of missing out. And once you’ve bought in, they’ve got you.

Biased Framing

Another clever tactic is what I call biased framing.

Scammers know their audience. If you’re in your 60s, 70s, or 80s, chances are you prefer physical, tangible assets. Something you can touch. Gold, property, whisky. That feels real. That feels safe.

So what do they do? They pitch whisky casks or gold bullion against something like cryptocurrency. They’ll say:

- “Crypto is volatile and dangerous.”
- “Whisky is stable and historic.”
- “Gold has stood the test of time.”

They’re not comparing investments fairly. They’re framing the conversation in a way that pushes you towards their product, using your own biases against you. They’re not educating you. They’re manipulating you.



How It Feels on the Inside

I’ve spoken to plenty of people who’ve worked in these boiler rooms in places like Barcelona and Frankfurt. They’ve told me what it’s really like.

The managers set targets. The sales staff role-play for hours, practising how to overcome objections:

- “I don’t have the money.”
- “I need to speak to my wife.”
- “I need more time.”

Every objection has a rehearsed answer. By the time you speak to them, they've already practised on ten other people.

They know exactly what to say to keep you hooked.

And behind the scenes? Whiteboards with names of prospects, categorised into "hot," "warm," and "cold."

If you've ever shown serious interest, your name is probably there, circled in red. Once you've engaged, you're not just a lead — you're a target.



Why You Should Walk Away

Here's the brutal truth: legitimate investments don't need to chase you down. They don't need to call you at dinner time. They don't need to harass you with endless emails. They don't need to invent urgency or play psychological games.

The only reason these firms are using cold calls, pushy tactics, fake urgency, and biased framing is because the product itself can't stand up on its own.

If an investment was genuinely good, they wouldn't need to sell it like this. People would be queuing up at their door.

The Golden Rule

So, let me give you a golden rule:

- If someone cold calls you about an investment — **hang up.**
- If someone pressures you with urgency — **walk away.**
- If someone plays games with biased comparisons — **don't believe them.**



Scams thrive on salesmanship, not substance. And the moment you feel pushed, pressured, or manipulated, you've just spotted your second red flag.

Final Thoughts

The regulated investment world isn't perfect, but there are strict rules in place about how products can be sold. Advisers can't cold call you.

They can't make wild promises. They can't push you into something unsuitable.

The unregulated world has no such boundaries. It's a free-for-all, and the people working in it know that their only weapon is salesmanship.

They don't have performance records. They don't have transparency. They don't have regulation.

All they have is their ability to pressure you into signing on the dotted line.

That's why **“sleazy sales”** is Red Flag Number 2.

Because if you let yourself get caught in their sales funnel, it's incredibly hard to escape.

Protect yourself. Protect your money.

And above all — never trust a salesman who calls you out of the blue.



Red Flag 2 ...

In "Red Flag 2 - Sleazy Sales Tactics," discover the dark underbelly of cold calls and aggressive sales tactics that prey on unsuspecting investors. Unmask the manipulative strategies used by scam companies to lure you in with alluring offers, only to pressure you into making hasty decisions.

This essential guide reveals the red flags to watch for, empowering you to navigate the treacherous waters of investment sales with confidence.

