



## **There's No Such Thing as a Free Meal**

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Have you ever heard the expression that nothing comes free? Well, this theory is currently being tested in the form of invitations to couples for free lunches and dinners. "What's the catch?", you may be asking. The answer to that question is another example of the continuing evolution from that has transformed the financial services industry into the sales industry.

Before I go any further, allow me to explain what's going on here. Various reps for financial service providers are asking their top clients to invite 10-12 of their friends for a free lunch or dinner. These meals aren't ordered from the McDonald's Dollar Menu; we're talking about very expensive restaurants. While any service-based business thrives on making their client's happy, I can't think of too many that would simply throw money away by hosting an expensive meal for a dozen people.

I was first made aware of these practices when my wife actually attended one of these gatherings. She was invited to the free meal by a friend and like many others thought, "why not?" Before too long, she was introduced to the rep hosting the event and informed him that her husband was actually financial planner as well. Imagine his surprise especially when he realized that he actually knew me!

What's going on here is a super-sales process that financial services institutions and their reps are using to manipulate unsuspecting prospects in an effort to bring in more business. While you may truly enjoy the taste of that free steak dinner, you're not going to enjoy the constant pestering from salesmen trying to sell you products and services.

Use this as a warning, you're best served to avoid these types of events as they're nothing more than a sales ploy by an industry moving far too much in the direction of selling opposed to the business of serving. Remember that nothing is free in life, so steer clear of these "free" lunches and dinners. After all, the McDonalds Double Cheeseburger is only a buck.