

CEP Magazine – July 2018 Don't lie. Make your point.

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Please feel free to contact me anytime to share your thoughts.

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Not to devote an entire column to complaining, but I'd like to complain about using lies as introductions to communications. Recently, in the span of a single week, I received three calls from salespeople whose first words were, "This is not a sales call." Not to be sarcastic, but clearly they were not calling solely out of concern for my well-being, or to become friends, or to find out how my family is doing.

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