

I Love These Modular Homes

You own a retail center that sells manufactured and modular homes. Suzy comes into your sales center and is shown a model home by your top salesperson. As soon as Suzy sees the model home, she tells the salesperson that she is so happy to have finally found her dream home.

A few minutes later you overhear Suzy tell the salesperson that she would never buy the old manufactured homes because they are “nothing but junk.” She will, however, buy this modern modular home.

Unfortunately, the dream home that Suzy has fallen in love with is actually a manufactured home, not a modular home. The salesperson does not correct Suzy’s misperception.

What would you do? Please do not provide the “socially acceptable” response. Instead, what would you really, really do in this situation? Circle your decision choice and explain why below.

Would you:

1. Continue to let Suzy believe that it is a modular home
2. After Suzy leaves tell the salesperson to immediately correct Suzy’s misperception
3. Directly intervene and tell Suzy it is a manufactured home

Why?