Sale and Tax

One day, Billy went shopping for a new pair of jeans. He found jeans that are on sale for a certain percent off the sticker price, but keep in mind he'll also have to pay sales tax.

After the clerk finishes complimenting him on the flattering fit of the jeans, she starts ringing up the purchase but then pauses and whispers, in a conspiratorial tone, "Hey, let me save you some money. I'll apply the tax first, and then apply the sale to the total, so you'll get more of a sale. Okay?"

But something about that sounded fishy to Billy. "No thanks," he said. "Could you please apply the sale first, then apply the tax to the result. That way, I'll pay less tax."

Which way is a better deal for Billy? Why?