

# Twitter Thread by Sales Notepad ■



**Sales Notepad** ■

@SalesNotepad



## 10 tricks that trigger you to spend money.

### // Thread

No currency (\$) signs.

You'll notice it in restaurant menus.

And even retail shops.

You spend more when you don't see the dollar sign.

It reduces the "pain of paying".

## No currency (\$) signs



Photo Credit: Berenika L/istockphoto

TO START	
Soup of the Day <small>With crusty bread</small>	5.95
Breaded Brie Wedges <small>Cranberry sauce &amp; salad garnish</small>	6.95
Garlic Mushrooms <small>In a creamy garlic sauce with crusty bread</small>	6.95
Battered Chicken Strips <small>BBQ &amp; salad garnish</small>	6.95
Thai Cod & Prawn Fishcake <small>Sweet chilli sauce &amp; salad garnish</small>	6.95
Garlic & Cheddar Focaccia	4.95
<b>COURSES</b>	
Sausage & Egg <small>Cumberland sausage, fried egg, chips, peas &amp; grilled tomato</small>	12.95
Sausage & Mash <small>Cumberland sausage, caramelised onions, mash, gravy &amp; vegetables</small>	12.95
Wholetail Scampi <small>Chips, salad, peas &amp; tartare sauce</small>	12.95
Ham & Egg <small>Chips, fried egg &amp; salad</small>	11.95
Thai Cod & Prawn Fishcakes <small>Chips, salad &amp; sweet chilli sauce</small>	13.45
Chicken Supreme <small>Cheddar, leek and bacon sauce, mash &amp; vegetables</small>	14.95
Battered Chicken Strips <small>Chips, coleslaw BBQ dip &amp; onion rings</small>	12.95
Sweet & Sour Chicken <small>Served sizzling cantonese style, wild rice &amp; chips</small>	14.95
Sweet Potato Curry <small>With chic peas and spinach, wild rice &amp; salad</small>	14.95
Squash Tagine <small>With root vegies, wild rice &amp; salad</small>	14.95
Thai Vegetable Burger <small>With cheddar and sweet chili, chips &amp; onion rings</small>	14.95

Photo Credit: [menulane.co.uk/menu-design/](http://menulane.co.uk/menu-design/)



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Supersized Carts.

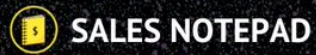
Shoppers don't like to push around empty carts.

Larger carts lead to spending 40% more.

If you want to avoid overspending...

Consider grabbing a basket or a smaller cart.

## Supersized Carts



Subscription Services.

Amazon Prime.. Netflix...

How many subscriptions do you have and don't use?

They call it "inertia"...

Once you subscribe, it's a battle to get out.

# Subscription Services



Nostalgia.

Old games... Collectible cards...

Memories make shoppers happy.

This blast of emotion leads to a buy.

Notice it when they release a "throwback" product.

# Nostalgia



Photo Credit: BrendanHunter/istockphoto



Flexible Return Policies.

"Free return/exchange within 90 days"

Customers return purchases with these policies.

But you also spend more when knowing it can be returned.

And interestingly, it also leads to less returns.

# Flexible return policies



Expensive products at eye-level.

The cheaper brands are displayed closer to the floor.

Suppliers pay more for good product placement in stores.

They bet on you being lazy to look down.

Unless it's flashy cereal boxes... Usually lower height.

For your kids to see.

# Expensive products at eye-level



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Carefully chosen colors.

Colors affect your emotions differently.

Yellow: Grabs attention

Red: Creates urgency/triggers hunger

Blue: Builds trust/security

Green: Relaxes

Orange: Encourages decisions

Pink: Presents romance

Black: Suggests luxury

Purple: Soothes and calms

# Carefully chosen colors



Photo Credit: artran/istockphoto



Loyalty Programs

The more you buy....

The more you get rewarded with discounts.

It's exactly what they want you to do.

Pursue the next reward! Now buy more!

# Loyalty Programs



Deals Requiring Multiples: "3 for \$10"

This deal will make you buy several items.

Sometimes even more than you need.

Just to maximize the "deal".

Ever bought 12 yogurts even when you don't want all?

# Deals Requiring Multiples: "3 for \$10"



Photo Credit: 4x6/istockphoto



Music vs. No Music.

Whether it's shops or restaurants.

Music will trigger your emotions.

In restaurants, music leads to spending 10% more.

## Music vs. No Music

With music	
Coffee	\$0.80
Cake	\$1.30
Ice cream	\$2.00
Donuts	\$1.15
Cheesecake	\$3.20
Tea	\$0.85
	<b>\$9.30</b>

Without music	
Coffee	\$0.80
Cake	\$1.30
	<b>\$2.10</b>

Photo Credit: <https://ru.depositphotos6/istockphoto>



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