Twitter Thread by Sales Notepad ■

Sales Notepad ■
@SalesNotepad

10 tricks that trigger you to spend money.

// Thread

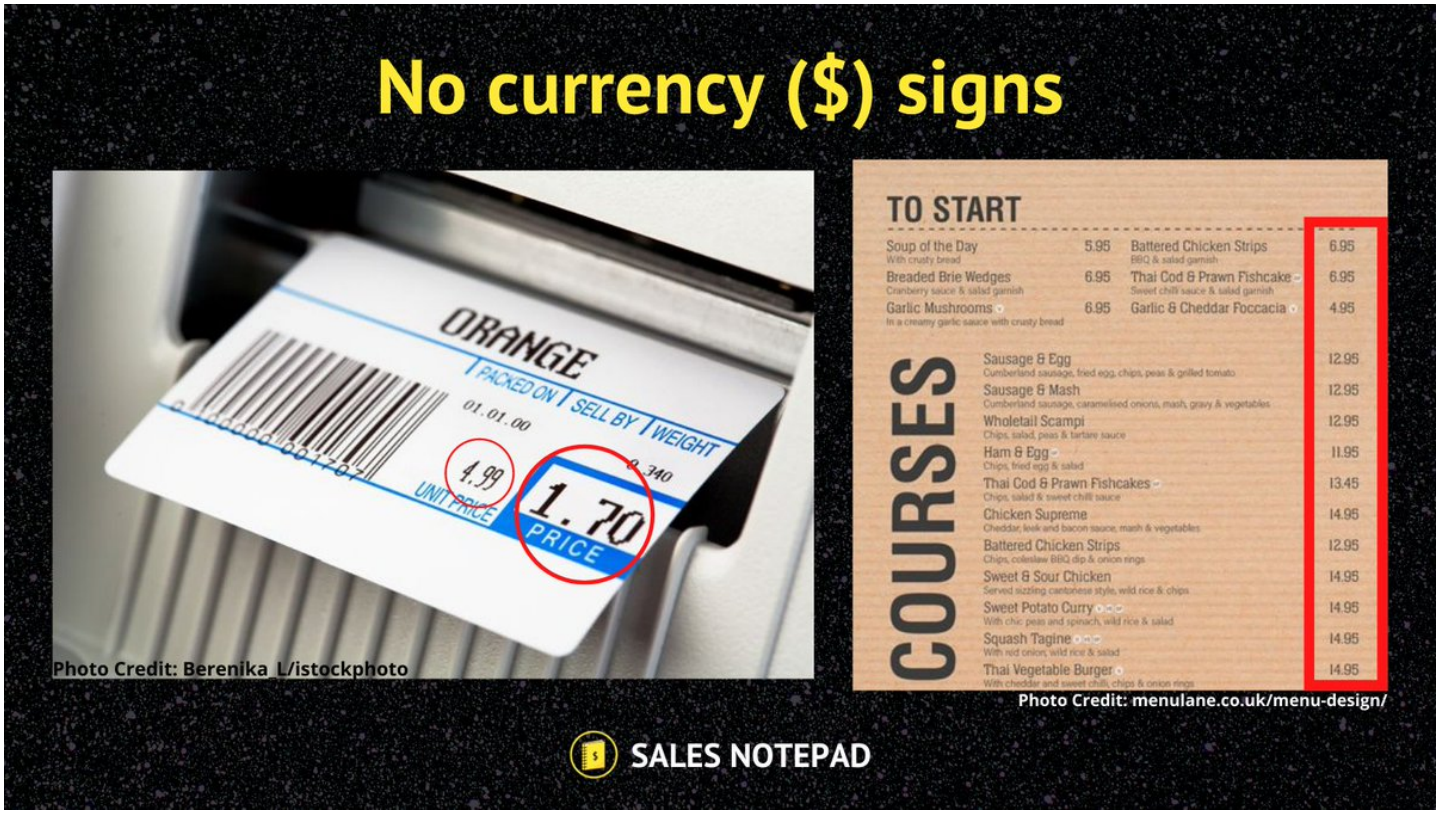
No currency ($) signs.

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".



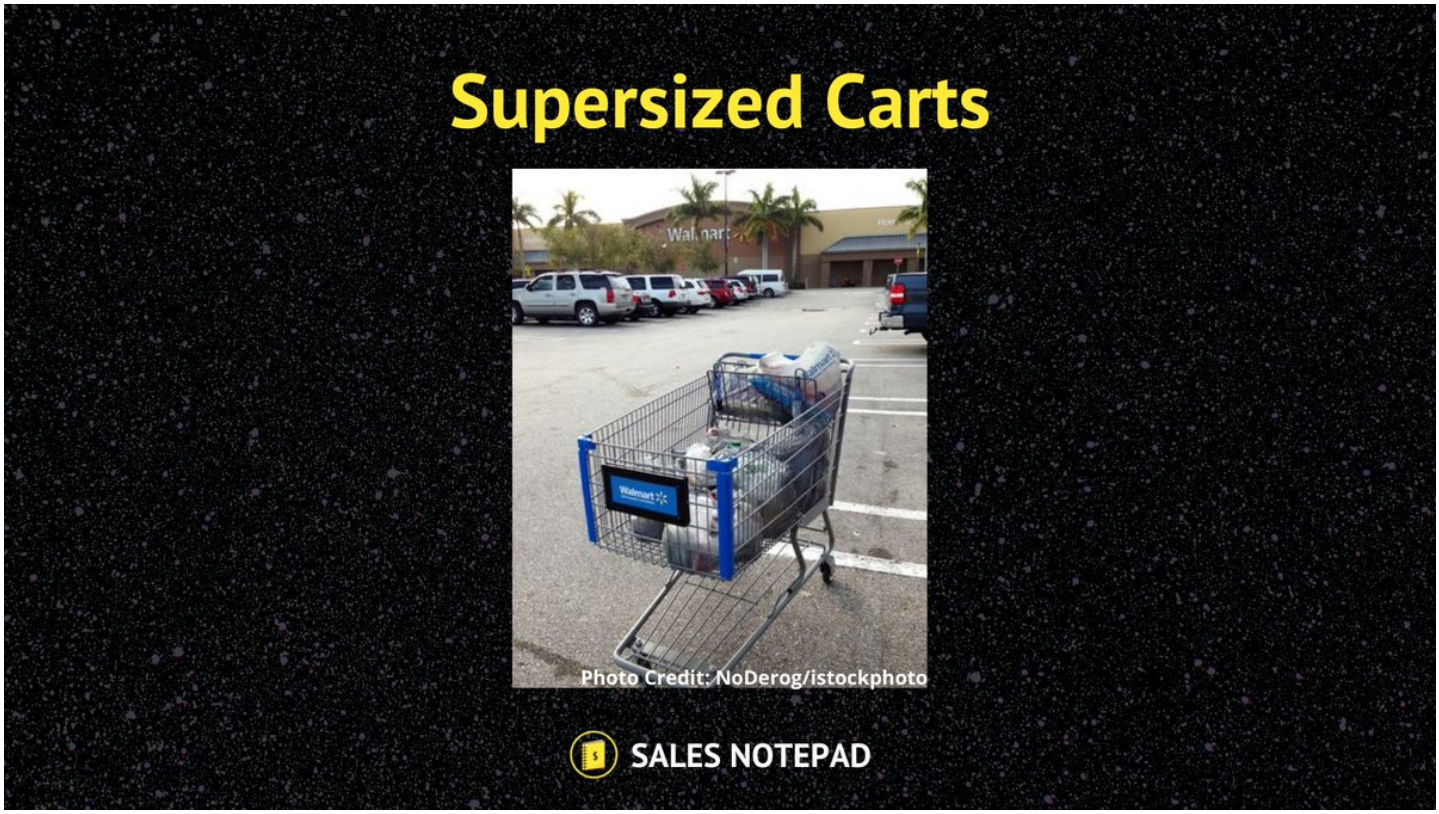
Supersized Carts.

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.



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.



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.



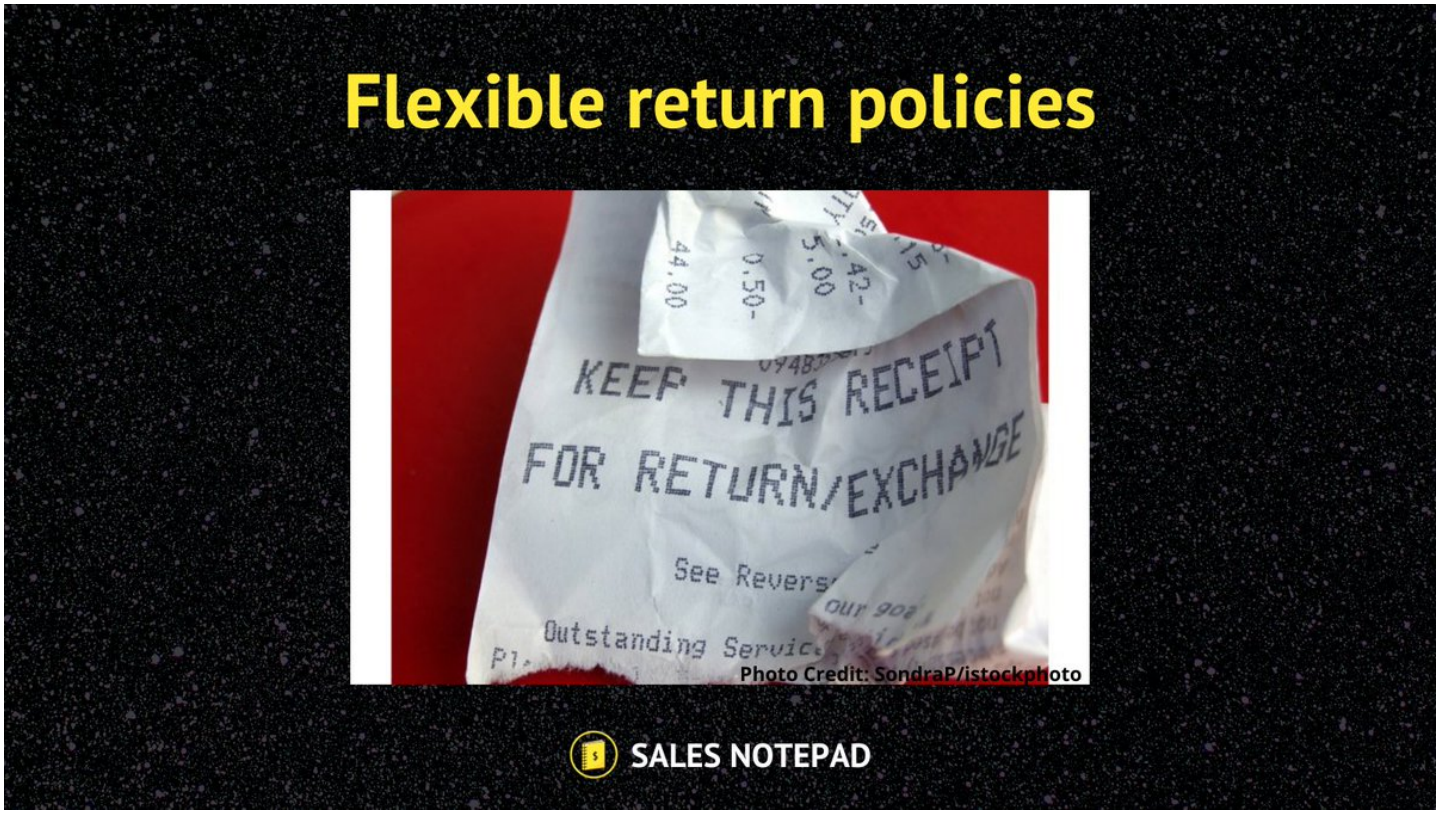
Flexible Return Policies.

“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.



Expensive products at eye-level.

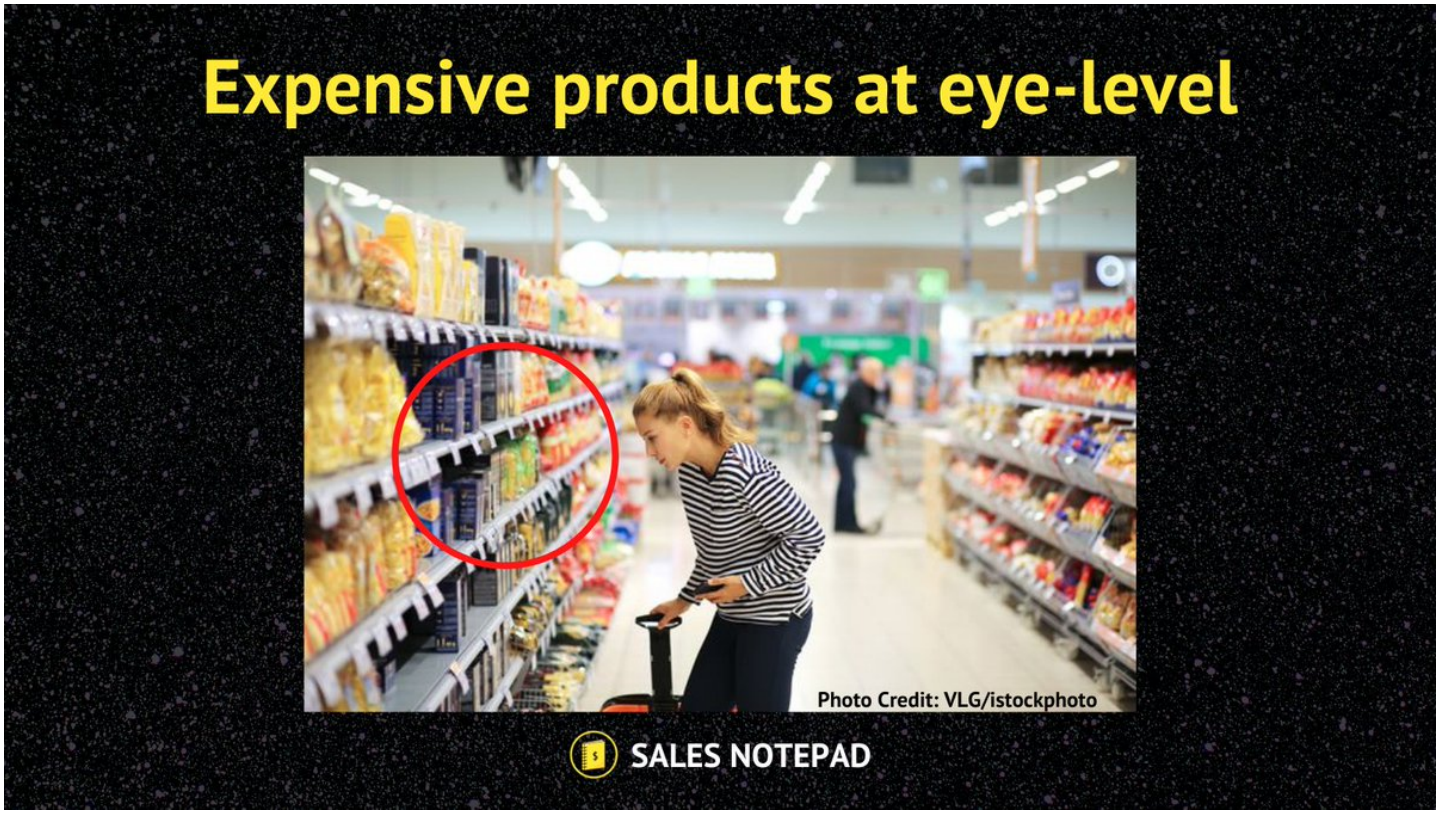
The cheaper brands are displayed closer to the floor.

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.



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



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!



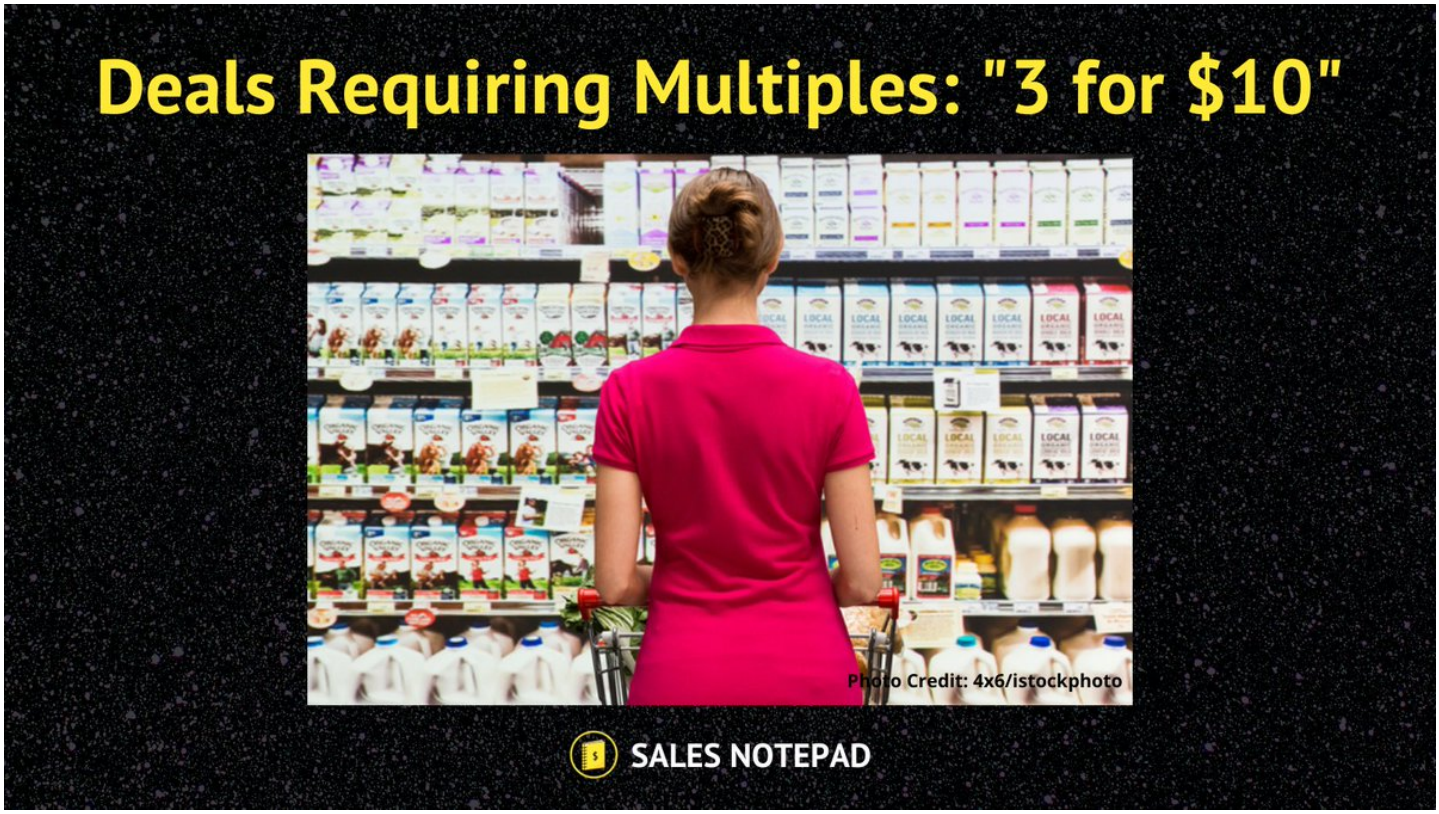
Deals Requiring Multiples: “3 for $10”

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?



Music vs. No Music.

Whether it’s shops or restaurants.

Music will trigger your emotions.

In restaurants, music leads to spending 10% more.



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