



Orchestrating the Silent Sell

Marketing 11

Mrs. James

[Reeling them in....]

- Advertising
- Sales / promotional items
 - Free gift with purchase
 - BOGO
- Loss leaders
- Window displays
- What else...?

[What is the Silent Sell?]

- design and manipulate retail environment to *induce* purchasing
- based on research in human psychology
- consumers not aware that they are being “sold”

[Atmospherics]

- Creating an atmosphere which induces consumers to buy
 - dim lighting
 - pleasant fragrances
 - background music
 - choice of wall and floor colour/covering
- Depends on target market

[Decompression Zone]

- Keeping area at entrance empty
- Gives consumers time to relax (decompress) before facing “hard sell”
- The Gap – Greeter located in zone

[Invariant Right Syndrome]

- Natural reaction to turn right
- Most people right handed
 - Choose product on right
- North America society runs on right hand side
 - Driving
 - Walking – hallways and aisles
- Guides store layout / traffic flow

[Fast-tracking]

- Direct consumers throughout store
 - hard, flat route through main sales area
 - consumers naturally follow
- Greater exposure to what retailer wants consumers to see

[Blocking]

- Slow down consumers
- Use of display tables with discounted merchandise
- “Block” consumers
- Makes them stop and look/touch

[Theory of Opened Packages]

- Garments neatly folded
- Must unfold see the whole garment
- Forces consumer to mess it up
 - Unfold, touch
 - More likely to buy b/c of interaction
- Makes people feel guilty if not buying
- Ex: Costco; high end retail

[Pleasant Blandness]

- Environment is “pleasant” but “bland”
 - Non-descript – does not offend or elicit strong reaction
- Gives a sense of luxury
- Relaxes and calms consumers

[Is the Silent Sell ethical?]

- Which techniques are unethical?
- What do you think of these techniques?

OPTIONAL: Bonus marks available...

- Up to 5 marks
- Bring pictures that show these techniques
- Present to class – describe and explain
- One mark per technique
- Present on Tuesday, 26 Jan