

**October 13<sup>th</sup>, 2016 WHAT NON-STORE SHOPPING WILL NEVER GIVE YOU.**  
by Linda McKendry VMPC

Humans are created with five natural senses (and some, like 'fifth' sense, or "nonsense" we aren't discussing here!)

Non-Store shoppers browsing magazines, papers, catalogues or text and images on-line, are using ONE sense: SIGHT. It's the most important one for sure, and that is why everything Today's Displays does begins with VISUAL!

Non-Store shoppers listening to telephone soliciting, are also only using ONE sense: SOUND.

TWO senses, both SIGHT and SOUND are used when watching TV, audio/visual ads on line, or even a non-interactive product presentation in a store or at a trade show exhibit.

As an Independent RETAILER, you have the chance to appeal to ALL FIVE senses. By adding a mood enhancing fragrance into your store, encouraging shoppers to touch and try on items



appealing to them, and by offering beverages, or samples if you sell confectionery, baked goods, or gourmet products, brings the other THREE senses to SIGHT and SOUND.



The bank I frequent from time to time offers cookies and coffee or water to those standing in line. At that moment they are 'soothing the senses' which is what our featured article this week is all about.

If you sell beauty and health products, the fragrance you want is different than if you sell food items, or garments. Some seasons lend themselves to smells that are traditional and familiar, such as pine, or cinnamon at Christmas, with hot apple cider being offered to shoppers with ginger cookies.

As a sales rep for a company, I once called on an upholstery shop that was located between a salon and a fast food chicken place. When I walked in I immediately reacted to the smell of fried chicken and fries mixed with the smell of perm solution. Because in their industry that was just their workshop and they did mostly shop at home to show their samples, they didn't feel the need to relocate!

Words of WARNING: Don't MIX fragrances, from air fresheners, or scented products. Be careful how many scented products you have open and watch for shoppers responses if it's too strong.

I once helped a client change up their store and by the time we had opened up three sets of candle tapers with strong scents we had to stop. Since the tapers were packaged in pairs, with the wicks joined, and we wanted to showcase them in beautiful candlesticks, we just wrapped the opened display candles in plastic wrap to reduce the strong competing smells.

By the way, you will sell on average 20% more of what you take out of the package and display! And you also reduce the temptation from shoppers to open the box to see what's inside!

Don't use strong smelling cleaners on your floors that smell like a medical clinic.

Don't MIX sounds. If you sell music provide shoppers with headphones if you also have piped in pieces. If you provide a children's play area that's showing cartoons, don't have the volume competing with the music you are playing for adult shoppers.

Pay attention to creating the right mood by appealing to all the senses and enhance their shopping experience. Check out all our products and resources for what they see! VMP is what you see.

Check out the FREE article: Soothing the Senses

[http://www.todaysdisplays.ca/assets/Soothing\\_the\\_Senses52200.pdf](http://www.todaysdisplays.ca/assets/Soothing_the_Senses52200.pdf)