



Advice

Psychology of Selling

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How humour impacts sales

Assuming that a joke or funny store sign will have the same effect on all customers can be a really big mistake

THAT'S
NOT FUNNY



people. The trick is determining if your customer has a sense of humour and if it's in line with your idea of what's fun. Since this is almost impossible to do, it's better to not even risk injecting humour into your interactions with customers. There's always the risk it will fall flat or even worse, alienate or anger your clients.

What many stores have discovered is that the best use of humour is with their staff. It's easier to understand and develop a good understanding of your staff's sense of humour. You can even use that as a hiring criterion, so your team shares the same funny bone.

Store humour is best conveyed during store meetings and prior to morning openings. Some stores have jokes of the day, others have skits that staff put on during store meetings.

The key to using humour with staff is for it to be strictly monitored to ensure it's never negative, sexist, racist or otherwise inappropriate. It also has to "stop at the staff" which means that we don't tell jokes, put up signs or make quips to the customers. The humour is for us to maintain our sanity!

Humour with staff can have a dramatic impact on morale, which translates into a happier work environment, which leads to a better atmosphere for customers, which leads to them spending more money. What goes around comes around. ■

ARISTOTLE ONCE SAID, "The secret to humour is surprise." The problem is that some people don't like surprises.

Have you ever heard the quip, "She doesn't have a funny bone in her body"? Although there's no such bone in anyone's body, there is a concept called a "sense of humour" and that sense can be wildly different for what appears on the surface to be the same type of customer.

To assume that a joke, funny store sign or a quip by a store associate will have the same meaning for all customers can be a real mistake. Some may take the joke the wrong way and leave the store or even tell friends what happened, which likely will have very little in common with the truth.

People will buy, and often buy more, when they're in a good mood and laughter definitely heightens this mood for many

James Dion James Dion has a bachelors and masters degree in psychology from the Chicago State University and a Ph.D. in industrial psychology from the Illinois Institute of Technology. Coupled with 30 years of hands-on retail experience, he's one of the most sought after retail consultants internationally. He's also the author of three books including Retail Selling Ain't Brain Surgery, It's Twice As Hard.