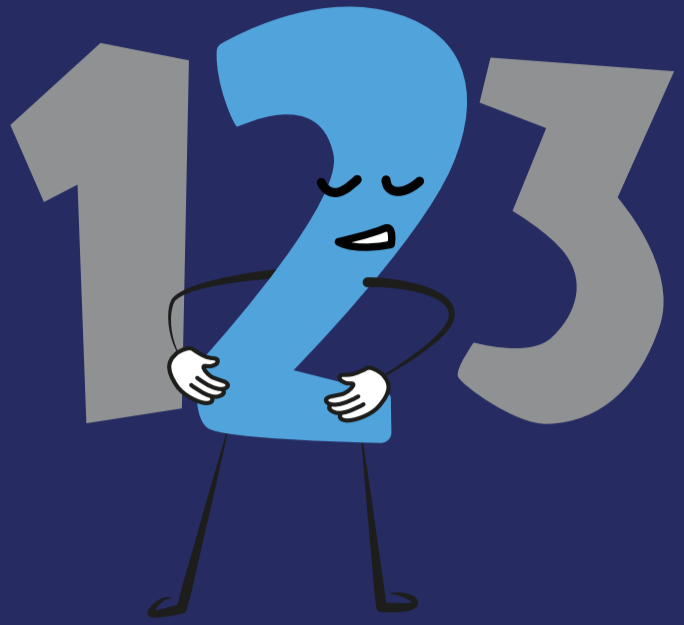


6 NUMBER TRICKS TO USE IN YOUR COMMUNICATIONS

Number psychology has a big impact on the way we perceive prices and other figures. Try these subtle number tricks in your sales and marketing communications—and see if they have an impact on your success rate.

1. Make discounts stand out

When it comes to offering money off, the physical difference between two prices can be as important as the monetary difference. So, make discounted prices stand out by giving them a different appearance to and setting them apart from the original price. Don't discount premium products, though.



2. Make amounts seem smaller by writing them smaller

If you need to emphasise economy, then don't go big on your presentation. Most people subconsciously assume a number that looks small is small, so '£50' doesn't feel as wallet crippling as 'GBP£50.00' – even though it's the same amount. (And the same goes for '£50' in a small font.)

3. Use anchors to make your numbers seem more attractive

We usually compare a number to others nearby. So, if you want your prices to sound reasonable, precede them with something less reasonable: "We usually charge £30,000 for this, but for you we could go down to £25,000."

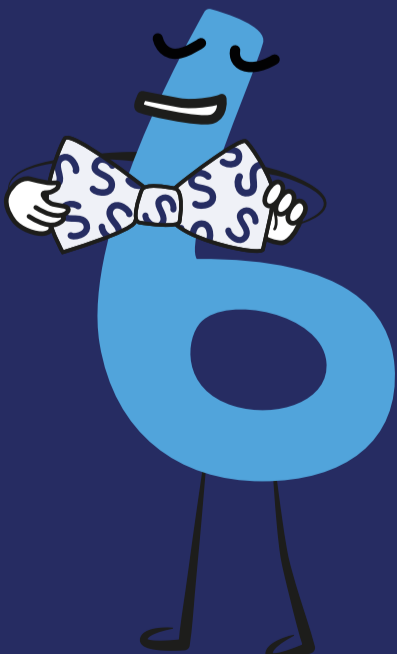


4. In pricing comparisons, go from highest to lowest

If you have several prices side by side, then start with the highest and work down. Not only will this help with anchoring (see above), but you'll also benefit from loss aversion—the feeling that each step down represents a drop in quality that the customer will end up missing out on.

5. Cut out the pain of payment

In business-to-consumer transactions, bear in mind that nobody likes to be parted from their hard-earned cash. That's why subscription services work well: once they have been set up, the customer does not have to physically hand over money each time a renewal occurs.



6. Tailor numbers to a specific reader

Bizarrely, we tend to feel affinity towards numbers that match our birthday or the letters in our name. So, a client named Sam might prefer a price point of £60,000 more than £50,000 just because 'sixty' starts with an 'S'.