THE PSYCHOLOGY OF SELLING:

15+ PSYCHOLOGICAL PRINCIPLES ON HOW TO IMPROVE YOUR SALES

cloudtalk

Whatever you're selling, you're probably always looking for ways to boost your sales.

Luckily, there are some universal psychological principles that could help you **do just that - sell more.**

Salesmanship is a form of art. It's all about understanding people and using psychology to convince them to buy from you.

American military officer Ulysses S. Grant once said:

"The art of war is simple enough. Find out where your enemy is. Get at him as soon as you can. Strike him as hard as you can, and keep moving."

The same can be applied on sales.

Find out where your customers are (by mind or physically), get to them before your competition does, and use psychological principles to influence their behavior.

In this ebook, we'll explore 16 universally applicable psychological principles that you can use to boost your sales. From the power of social proof to the importance of scarcity, these scientifically proven principles are highly effective.

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THE IMPOR-TANCE OF PSYCHOLOGY FOR SALES

The Importance of Psychology for Sales

Simply put, the psychology of selling tells us **how people make buying decisions.**

When a client purchases a product, they want a solution to a problem that they're facing.

To guide a customer during the purchase process, you must know their challenges, needs, habits, and motivations. It's no secret that psychology-based marketing is incredibly effective. Yet both marketers and salespeople don't use it often, or are unaware of its real power.

People tend to think that using psychology in sales is manipulative.

But it doesn't have to be. In fact, when used correctly, psychology-based marketing can be both ethical and highly effective.

All it takes is understanding how the human brain works and using that knowledge to your advantage. This ebook will assist you in achieving that goal.

By the end, you'll have a better understanding of psychology and how you can use it to boost sales. You'll also know which psychological principles are most effective in certain situations.

If you understand how people think and behave, you can craft your messaging, design, and offers to influence their purchasing decisions. Thus, increase sales.

THE ULTIMATE LIST OF PSY-CHOLOGICAL PRINCIPLES TO BOOST SALES

The Ultimate List of Psychological Principles To Boost Sales

1) Social Proof

In all aspects of marketing, social proof is one of the most popular psychological principles. By integrating it into your strategy in a reasonable way, you can boost sales without much additional effort.

What Is It and Why Does It Work?

Have you ever bought something just because everyone else was buying it? Or chosen a particular restaurant because it seemed like a popular choice? That's social proof in action. We tend to make choices based on what other people are doing.

Imagine that you're in a group of people and one person starts talking about something, e.g. music. They say that the song One is by Kings of Leon, but you're pretty sure that it's U2. To your surprise, everyone nodded.

You know they're wrong, but you stay silent and start to wonder if you actually know the correct answer for sure.

We all have a natural desire to fit in and no one wants to be the odd one out. So when we see other people doing something, we're more likely to do it as well.

How Can You Use It To Boost Sales?

→ **Use testimonials from happy customers.** These could be in video or written form, or even social media posts.

→ **Display customer results.** How has your product or service helped others achieve better results? Show the numbers.

→ **Show how popular your product is.** Display the number of people who have bought it or are currently browsing on its product page.

→ **Use celebrity endorsements.** Getting a well-known company, thought leader, or a famous person to recommend your product can go a long way for boosting sales.

→ **Leverage user-generated content.** Upon their approval, use photos and videos that your customers make.

→ **Use social media to your advantage.** Showcase positive customer experiences and interactions.

Examples of Using Social Proof in Sales Psychology

We don't have to look far for examples – below is one from our homepage.

Our social media proof comes to life with client logos. They say to website visitors: "We have clients who are similar to yours, that do well, and they choose us - you should too!"

For many, though, nothing speaks louder than reviews. That's why we added a few badges and ratings, too.
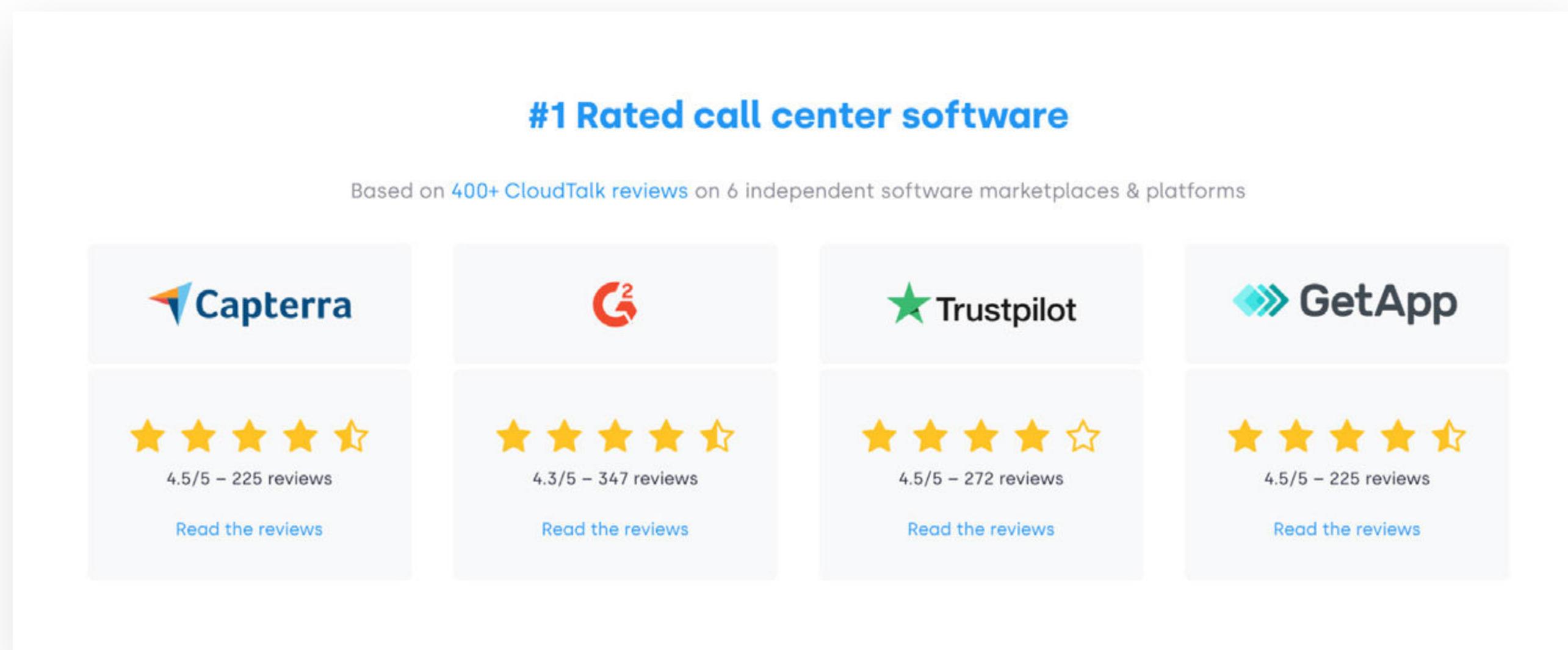
2) Explain Why

Do you know the AIDA model? It stands for **a**ttention, **i**nterest, **d**esire and **a**ction. This model illustrates the psychology of advertising and explains how ads work.

The first step to leading customers to conversion is to get their **attention** with an enticing headline or statement, for instance. Then you need to generate **interest,** usually by providing more information about the product or service.

After that, the most important part: **create desire.** This is where you show the customer **why** they need your product or service. Showcase **how** much better their life would be once they start using it.

These steps lead your prospects to take **action.**

What Is It and Why Does It Work?

The idea behind this psychological principle is simple – people want to know **why** they should do something. A reason or explanation can drive faster conversions.

See what we did there? Think about it.

If someone asks you to do something but they don't give you a reason **why,** are you more or less likely to do it? Chances are, less likely.

This principle starts during childhood. We begin to ask many "why" questions from an early age.

It's human nature to **question things,** especially the things we're

asked to do.

How Can You Use This Principle To Boost Sales?

Highlight benefits rather than features. It's natural to care about features less than about the purpose.

→   **Explain why** someone should buy your product or service.

→   Point out **why your offer is better than that of the competition.**

→   If you're selling a service, make it clear **how and why it will benefit the customer.**

→   **Be clear about the value** you're offering and make sure it's communicated to the customer.

→   If you can answer the questions **"why should I care?"** and **"what's in it for me?"** you're on the right track.

Examples of Using *Why* in Sales Psychology

Now let's apply this principle to an imaginary cream.

Do you see the difference? Product features describe the physical characteristics of a product, while the benefits are the actual advantages gained from using it.

benefits		features	
Oil control		Green Clay	
Brightening		Vitamin C	
Protect skin		pH 5,5	
Non sticky texture		Gel texture	
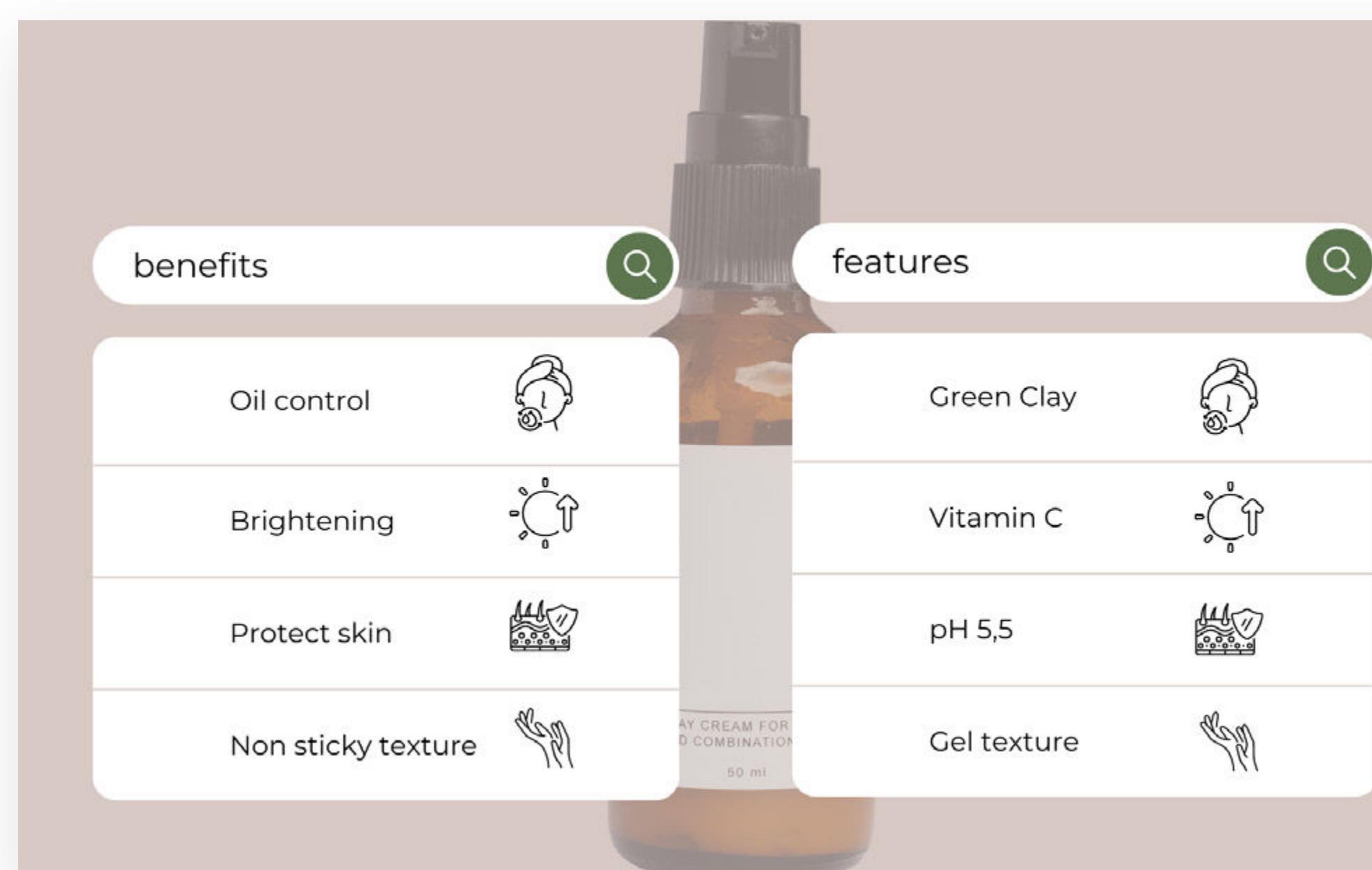
Another example is the benefits of a subscription to The Economist. They are a typical visualization of benefits that should appeal to the senses.
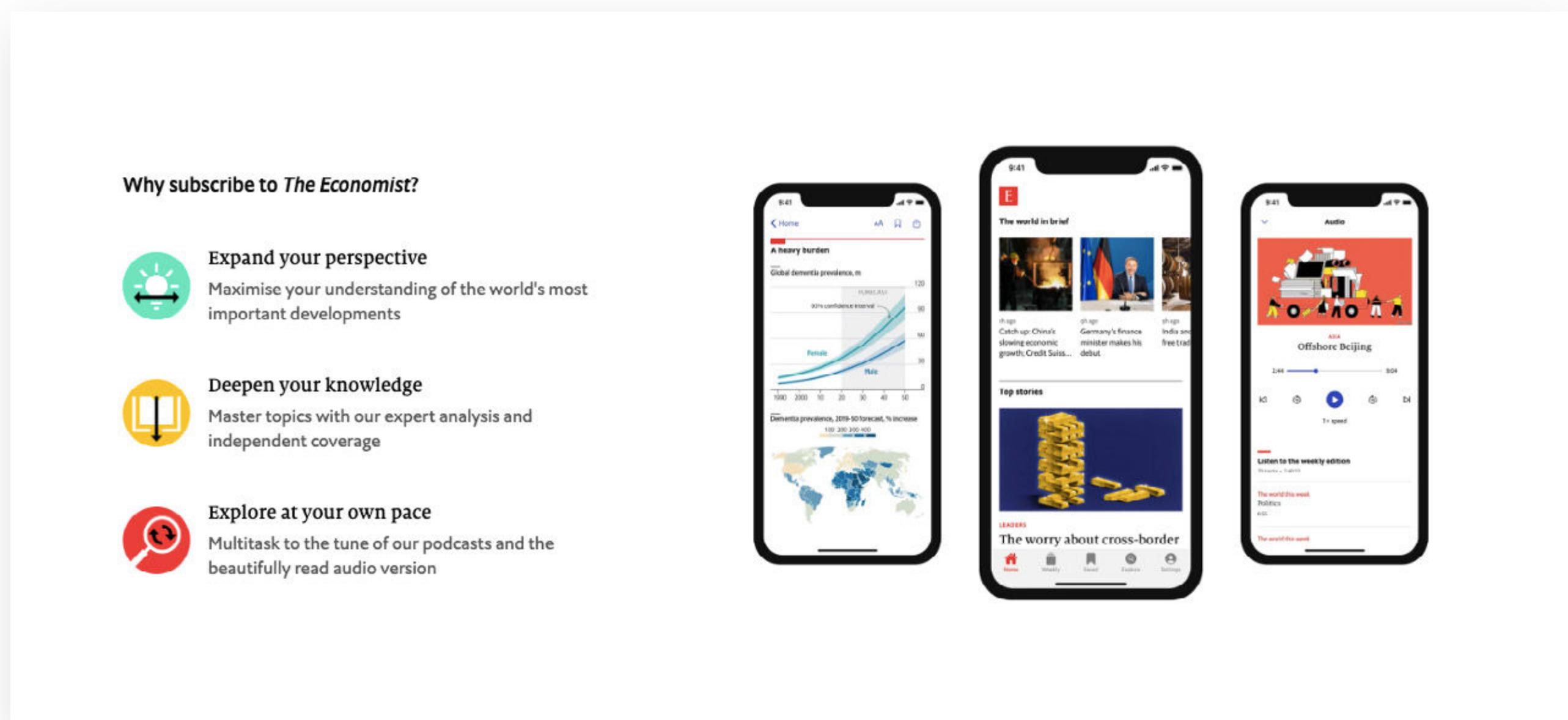
3) Scarcity

The last piece? Early bird tickets with limited seats? One day left? Do such claims make you anxious that you might miss out on something and you'll regret it? **That's the point.**

What Is It and Why Does It Work?

Scarcity is the idea that something is in limited supply. When something is **scarce,** it becomes more valuable and people are more likely to want it. As many would say these days, it gives you FOMO or Fear Of Missing Out.

Think about it from an evolutionary perspective. In the days of our ancestors, resources were often scarce. If people didn't get enough food, they would starve.

As such, it's only natural that we're wired to want things that are in scarce supply. It's our **survival instinct.**

As an example, consider Black Friday. Millions of customers are waiting for the chance to buy something because on this day most products are a little cheaper than they usually are.

As a result, you might buy something you don't need at all just because you are afraid that a good opportunity will pass you by.

How Can You Use It To Boost Sales?

→ Use language that creates a **sense of urgency.** For example, "limited time only", "while supplies last", or "act now".

→   Create a **sense of exclusivity.** Do this by offering dis-counts or only making your product available to selected groups of people.

→   **Make your product scarce.** If a product is limited edition, tell it. If you're selling a digital product, consider making it available for a short time only.

→   **Add a counter.** This could be a countdown timer or a progress bar that shows how many products are left in stock.

The key is to make people feel like they need to act fast or they'll miss out. And that's a powerful motivator.

Please note: scarcity should only be used ethically. If you say that you're going to raise prices in 7 days or this is the last chance for someone to buy a certain product, you have to actually mean it. Your customers will catch on if you don't keep your promise and you'll lose credibility, which can seriously hurt your business.

Examples of Using Scarcity in Sales Psychology

Looking for accommodation in Paris? Booking.com hits us with scar-city warnings at every turn. 71% of accommodation in your preferred locations are already full? Well, you better hurry up.

ⓘ **71% of places to stay are unavailable for your dates on our site.**   ✕

If you're flexible, check out some of these alternative dates:

30 May - 31 May	31 May - 1 Jun	1 Jun - 2 Jun	2 Jun - 3 Jun	3 Jun - 4 Jun
From US$62 per night	From US$54 per night	From US$58 per night	From US$62 per night	From US$55 per night
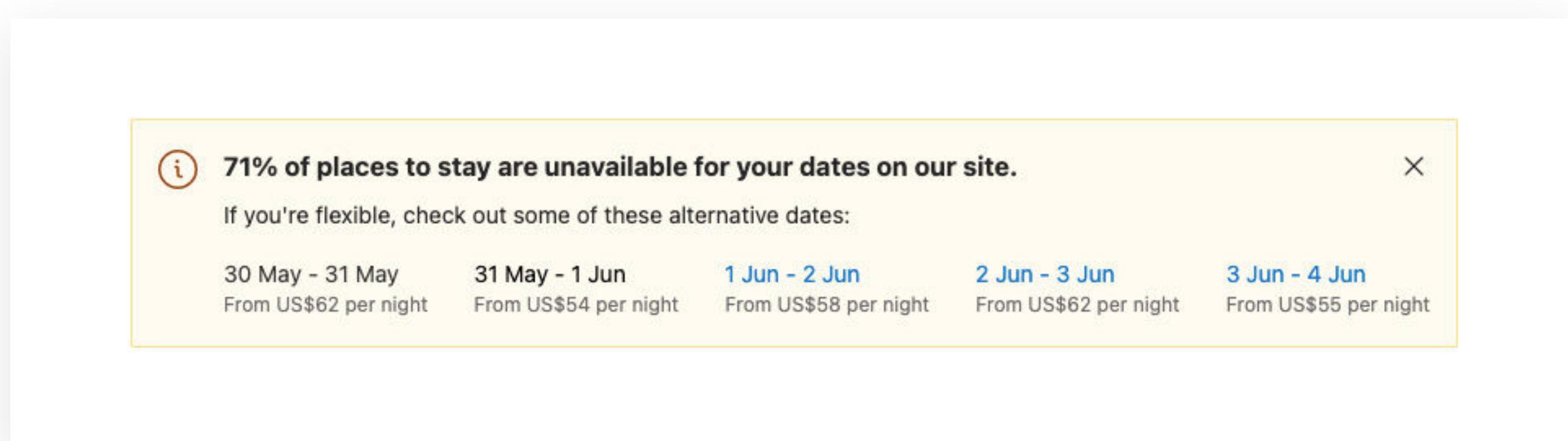
Or there are only three rooms left at the hotel you like best? You don't want to miss that!
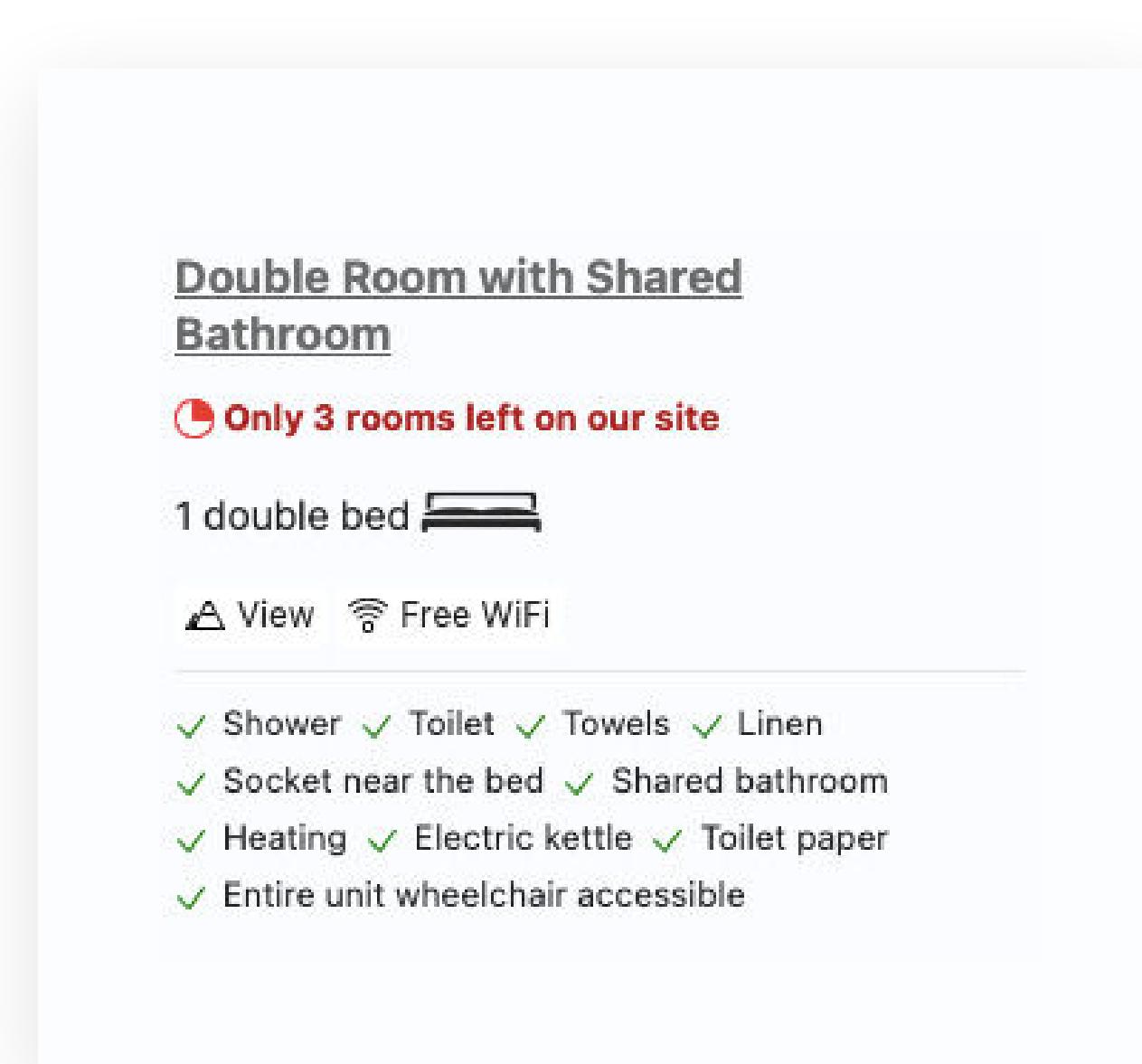
The scarcity example can even go a step further - there is a dating app that is based on this psychological principle.
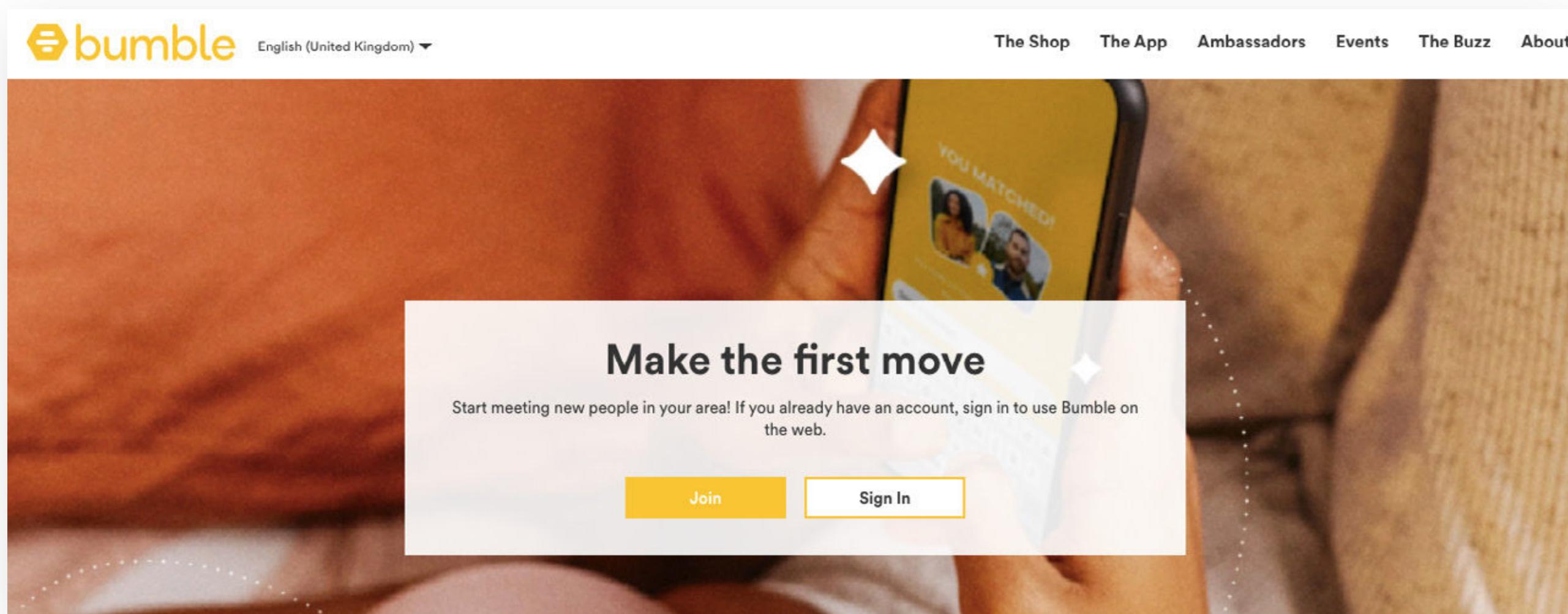
The Bumble app gives users 24 hours to start a conversation with a match before it disappears. Then, the recipient has just 24 hours to respond. Pretty clever.

4) Reciprocity

If you're interested in the psychology of sales, you need to know about [Dr. Robert Cialdini](#). Reciprocity is the number one principle of persuasion according to his best-seller, Influence: The Psychology of Persuasion.

What Is It and Why Does It Work?

Reciprocity is the idea that we humans are hardwired to repay favors. If someone does something for us, we feel obligated to return the favor.

By nature, we're hardwired to reciprocate. This is because humans hate feeling indebted to others, even if we're not always aware of it.

Reciprocity is all about giving and taking.

How Can You Use It To Boost Sales?

You can use reciprocity in your sales process by **giving something first** before asking for anything in return.

People are more likely to buy from you if they feel like they've already **received something.**

The best way to leverage reciprocity is to **offer a freebie.** It could be a complimentary sample of a product, a free trial of your service, or a tiny gift.

You could also **offer a discount** or some other type of special offer.

Examples of Using Reciprocity in Sales Psychology

Sign up for a free trial or book a demo – these are commonly used tactics, especially by SaaS companies. Here's an example from our website.

Just add your email address, write your name, and that's all - you can try out the software. It's a win-win situation because prospects can find out whether or not the solution suits them, while the company acquires a new lead.

5) Novelty - The Shiny Object Syndrome

You see a new product and you want it because it's **different and new.**

A trend starts and everyone wants to jump on board. You're more likely to buy something if it's the **latest and greatest.**

Thanks to the power of novelty, you can increase sales and boost your business. But it's important to find the right balance because novelty can be dangerous.

Too much change can be a turnoff, but not enough will leave your clients bored. It's a challenge for marketers to find the sweet spot between novelty and familiarity.

What Is It and Why Does It Work?

With the novelty method, you attract clients with the promise of new and different.

When we see something new, our brain releases **dopamine** to make us feel happy and excited. That's why retailers always try to come up with new or enhanced products and we're always drawn to the latest trends.

New things attract us, grab our attention, and make us want to find out what they are. You need to offer enough of a **new experience** to intrigue customers and make them want to buy your products.

How Can You Use It To Boost Sales?

→ To take advantage of this principle, you have to keep your products or services **fresh and new.**

→ **Introduce new features and benefits** regularly to keep clients interested.

→ **Tap into trends** to stay relevant and front of mind.

→ Regularly **update your products** and services.

→ Often you can achieve great results by **appealing to the senses:** a new color, taste, shape, or packaging and we can't help but want to try it.

Examples of Using Novelty in Sales Psychology

Do you have an iPhone 12 but still couldn't wait for the iPhone 13? Why do we keep buying new phones even though they don't change much?

Or why are you trying a new McDonald's burger if it has just had bacon added to it?

Here is an example of novelty. You need to try it out because it's NEW.

In the same way, the "new in" tab on every e-commerce website has an impact on us.
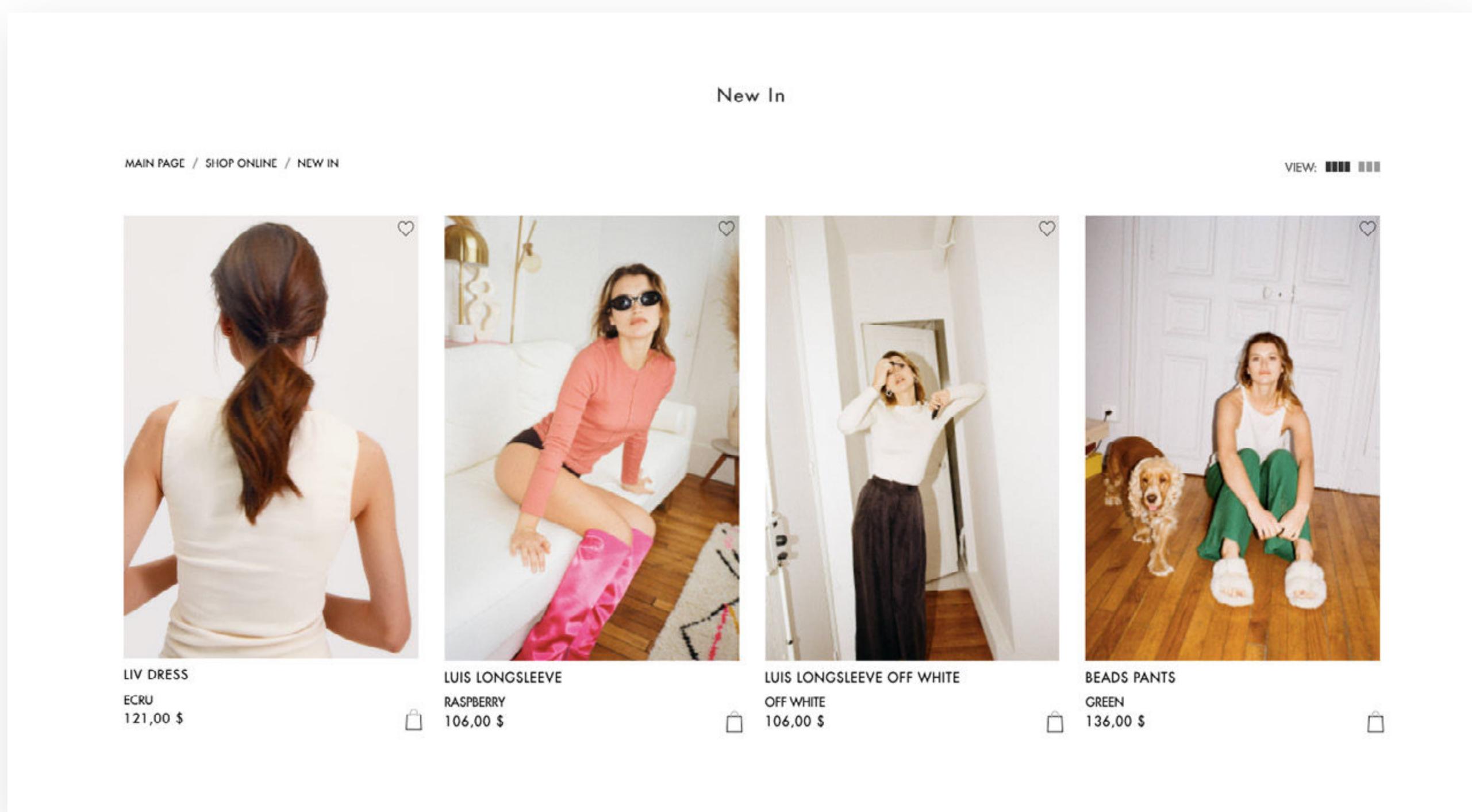
Let's conclude with an example where a novelty has gone too far. A new ice cream flavor, mayo, that nobody asked for or needed.

6) Loss Aversion

Let's say you're selling a gym membership. You could put it as, "For only $20 a month, you get access to our state-of-the-art facilities and equipment, as well as unlimited group classes."

Or, you could frame it as, "Don't miss out on getting in shape this summer".

See the difference? The second offer is more likely to convert because it tells you what you would lose by missing out (not weight!). No one wants to miss out on a great opportunity, so they're more likely to sign up.

What Is It and Why Does It Work?

Our natural tendency to **avoid losses** is greater than our desire to **make gains.** In other words, the fear of losing is greater than the idea of winning.

This is because **humans are loss averse** — we'd rather not lose anything if we can help it. With this technique, you're reminding your prospects that without your solution, they'll lose some kind of value that they could otherwise have.

The concept is similar to the scarcity principle. However, there is a difference between them.

Loss aversion reflects our FEAR of losing something (possessions, opportunities, money, etc.) while scarcity highlights a real or perceived SHORTAGE of said item.

How Can You Use It To Boost Sales?

→   Frame your offer in such a way that the client feels like they're worse off if they don't take you up on it (but keep it ethical).

→   Consider using slightly passive-aggressive opt-in form messages, such as "No thank, I don't want to win $100".

→   If you're running a sale, make sure to mention that it's for a limited time only. This will encourage people to take advantage before the offer expires. For example, a one-time offer. Download an app and you get a 24-hour special offer to extend the version that will disappear after this time.

Examples of Using Loss Aversion in Sales Psychology

Loss aversion is often used for pre-orders of new products so that people don't miss out on owning them – sign up or buy it before it's released.
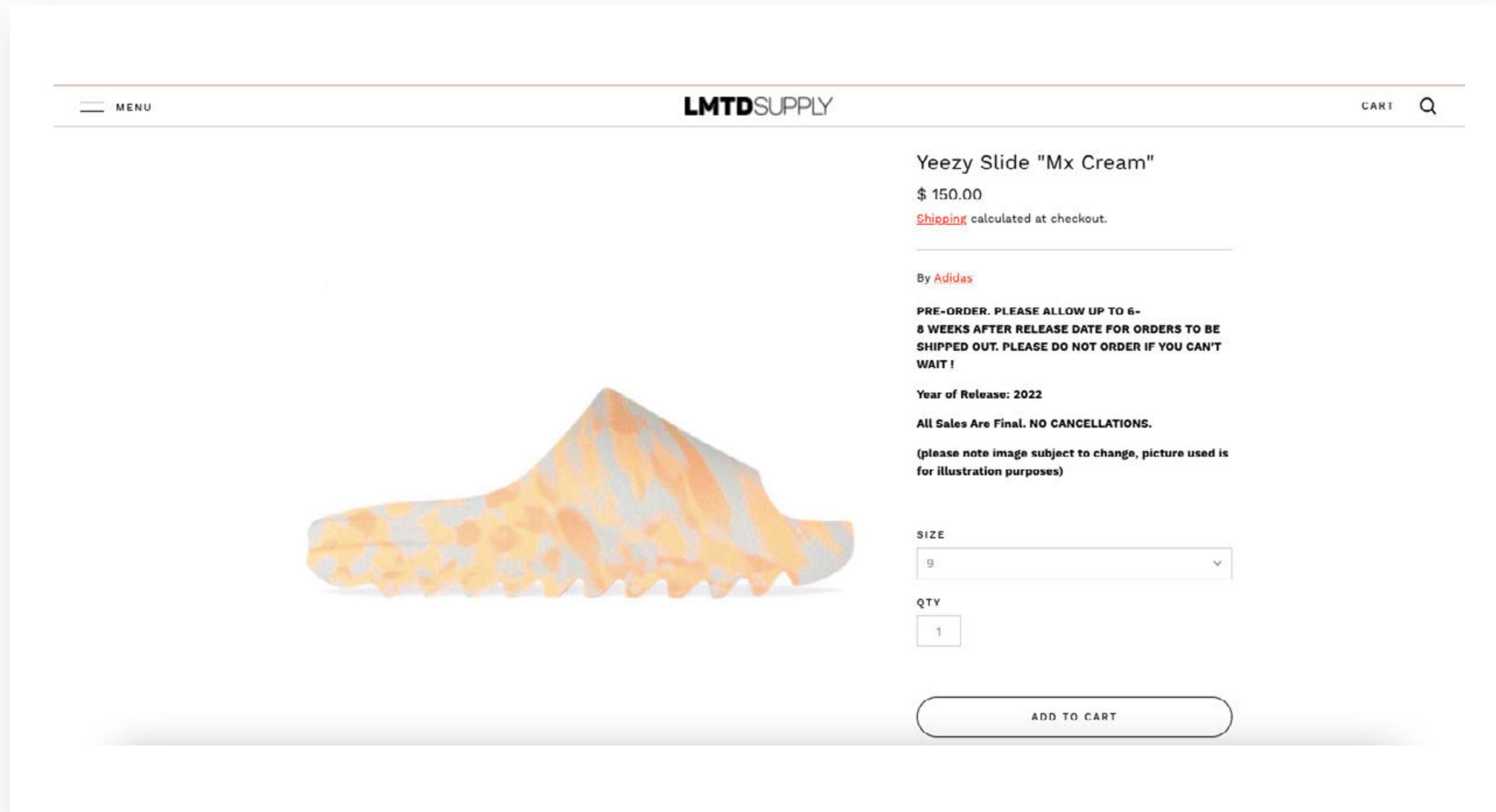
Another example – a special offer for new members.
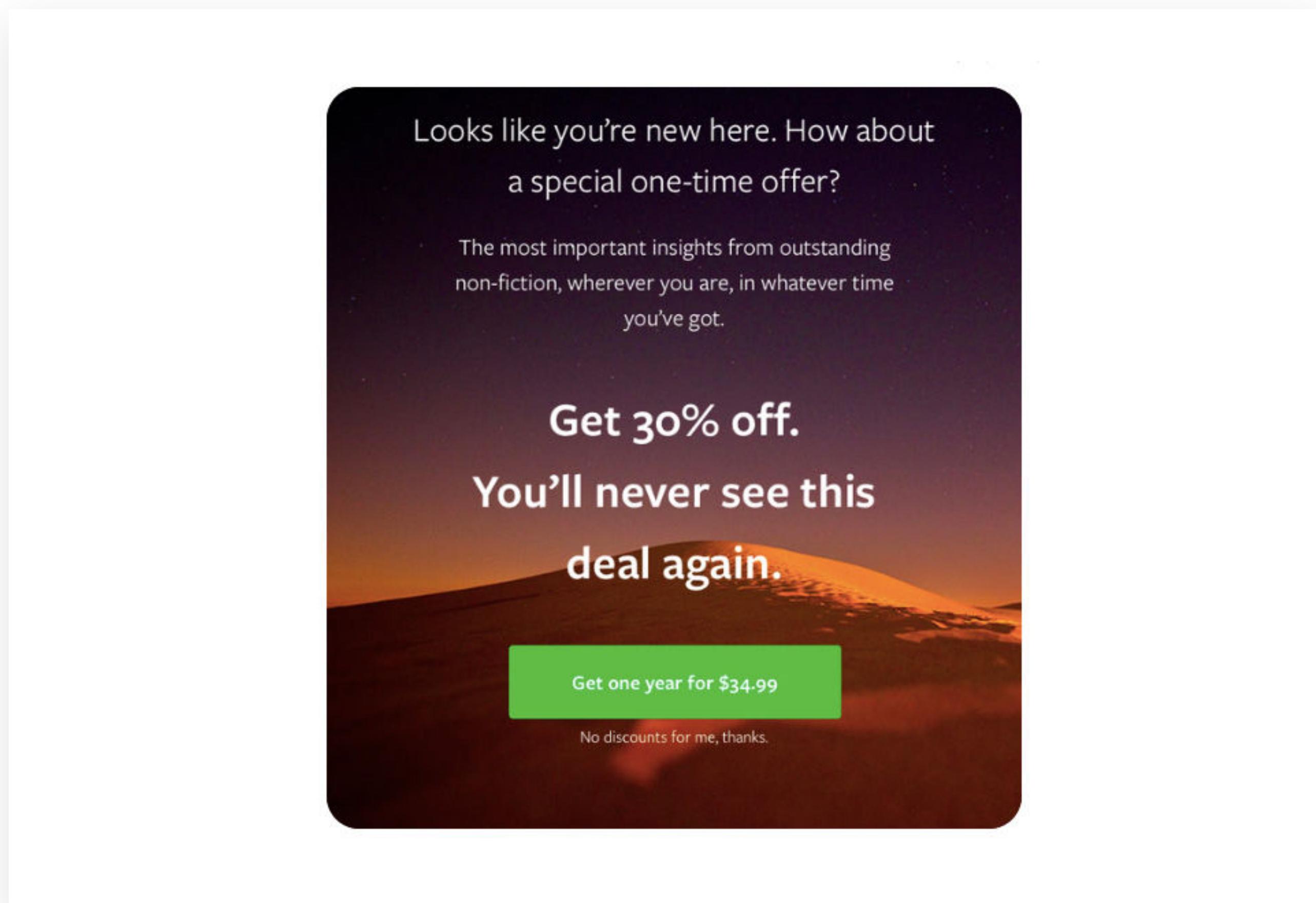
Lastly, a bit of a defensive implementation of the loss aversion theory.
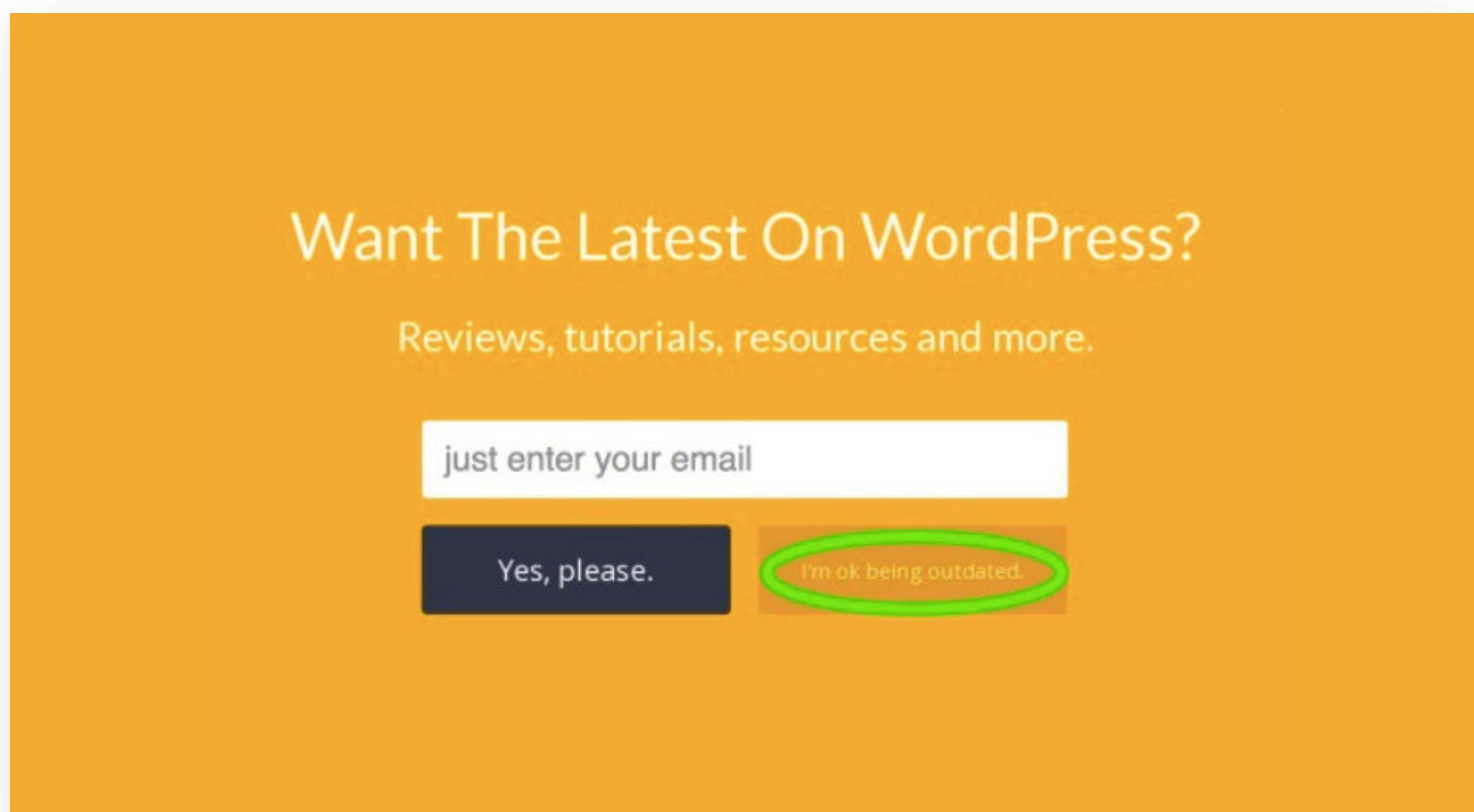
7) The Decoy Effect

Price is an integral component of the marketing mix, but how can it help guide customers in their purchasing decisions? This is where the decoy effect kicks in.

What Is It and Why Does It Work?

When we are faced with two alternatives, the **addition of a third,** less attractive option (the decoy) can influence our perception of the original two options.

The decoy effect works because it's a form of **mental shortcut.** When presented with two options, we usually go with the one that's most attractive to us. For example, we can clearly see that it's better value for money. However, when there's a decoy involved, it can influence our decision-making process.

Let's say you're selling a product that comes in two different sizes, e.g. a box of nachos. You could price the small one at $3 and the large at $7. You just want a snack, and the small box is significantly cheaper so the choice is obvious - you buy the small one.

But what if we introduce a third option? Now you can choose from a small box at $3, a medium portion at $6, and a large for $7. Which one would you go for now?

The medium is the decoy in this scenario. You feel like snacking, so the small one isn't big enough. You didn't want to choose the biggest one, but you decide to buy it anyway because it sounds like better value for money than the medium.

The decoy effect has another tricky aspect: being aware of it is often not enough to avoid it. Trust me, I'm a marketer and I still fall for it every time I go to the movies.
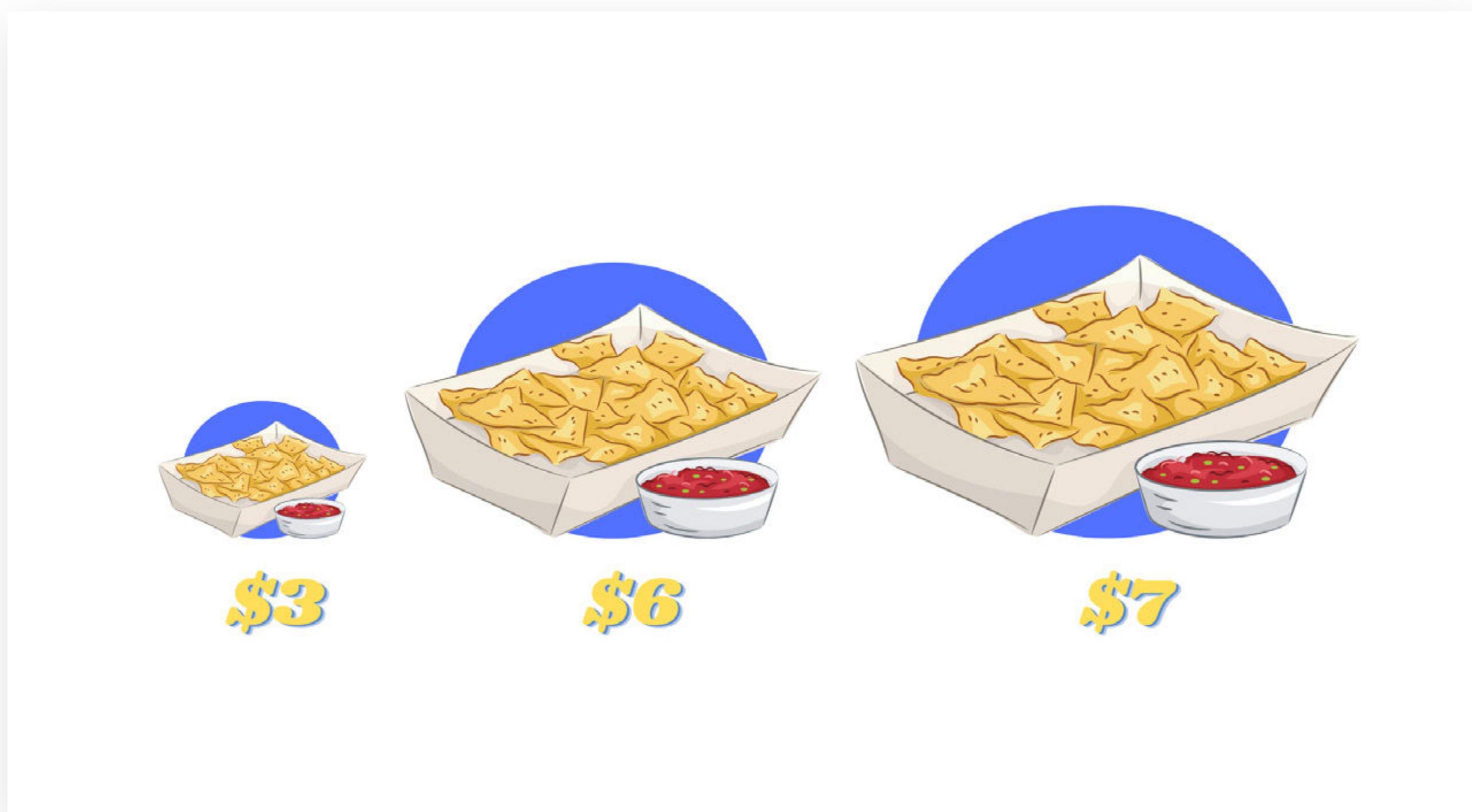
How Can You Use It To Boost Sales?

→   **Offer a premium product** or service that is slightly more expensive than the other options but still within the budget of most clients. This will motivate them to buy the less expensive options as they will seem better value.

→   When promoting a product or service, always **include the most expensive** option as well to make the other options appear good deals in comparison.

→   **Include a third (decoy)** option that is not really worth considering, but is priced in between the other two choices. This will make people more likely to pick one of the other two options.

Make **add-ons and extras more appealing.** For example, offer a package with the main product and two extras for a discounted price. The customer will feel like they are getting a bargain even if they only wanted the main product.

Examples of Using the Decoy Effect in Sales Psychology

Sales decoys are commonly used, even by giant companies such as Apple. Let's look at the following example - they have three types of AirPods in their offering:

The cheapest AirPods have significantly reduced features. The most expensive Pro option doesn't differ much in terms of features from the 3rd generation version, which actually has the longest listening time.

Because of this comparison, the customer would most likely choose the middle, 3rd generation AirPods. And that is probably exactly what Apple wants you to do.

8) Information-Gap Theory

Curiosity is a powerful emotion. It's what drives us to learn new things and explore the world around us. And it can also be used to boost sales by applying the information-gap theory.

What Is It and Why Does It Work?

Information-gap theory states that when there is a gap in our knowledge, we're motivated to fill it in.

It works because it taps into our natural curiosity. We're always looking to learn new things, so having a gap in our knowledge drives us to **seek out more information.**

For example, you see a blog post with the title, "15 Weird Psychological Tricks That Actually Work". The word "weird" is the information gap in this scenario. You're curious to know what the tricks are and what makes them strange, so you click on the link to read the blog post.

How Can You Use It To Boost Sales?

If you want to boost sales, try using the information-gap theory in your content marketing. Create headlines and titles that elicit curiosity and **make people want to learn more.**

It's important to establish the gap between what readers know and what they want to learn in the introduction of your blog post.

You can also use information-gap theory to create email subject lines, social media posts, and ads that grab attention.

Examples of Using Information-gap Theory in Sales Psychology

Let's look at some examples from the CloudTalk blog.

2022-05-18

What is a POTS line and Why Should you Get Rid of it?

Everything's going digital – including the way we make calls. The good old copper phone lines haven't completely vanished yet, [...]

2022-05-04

12 Phrases Every Customers Service Agent Should Know

Providing great customer services requires a lot of care in many different aspects. Of course, it's all worth it in [...]

Do you see how it works? The first title grabs attention by "why should you get rid of it". You probably never thought about getting rid of that line, so now you want to know why you should do that.

In the second case, the title is "every customer service agent should know". Okay, I'm a CS agent, so I'll check out what I need to know. In both cases, there is a gap in knowledge here that will pique the curiosity of your readers, making them want to learn more.

9) Cognitive Bias

Even if you didn't realize it, your beliefs influence many of the decisions you make throughout your life. Known as cognitive biases, these beliefs can drastically affect the behavior of your customers.

What Is It and Why Does It Work?

Cognitive biases are based on our inherent prejudices and beliefs. We all have different opinions, and these **worldviews lead us to make judgments** that may or may not be correct.

Let's assume that you're a business owner and you're trying to decide whether or not to invest in a new product line that will cost $100,000. The potential return on investment (ROI) is unknown, but you've been told by your trusted advisor that it could be as high as 20%.

You're standing at a crossroads and you have to make a decision. What do you do?

If you're like most people, you'll probably go with your gut feeling and decide not to invest. After all, there's a good chance that you'll lose money on the deal.

However, there's also a chance that you'll make a lot of money. The key is to weigh the potential risks and rewards before making a decision.

How Can You Use It To Boost Sales?

Use the **sunk cost fallacy** to your advantage. This is the idea that

we're more likely to continue investing in something that we've already put a lot of time or money into. Convincing customers that to stop using your product or service would be irrational will increase sales. Let's assume that you sell supplements – consuming one pack of pills may not be enough to see results, so buy another one, etc.

Examples of Using Cognitive Bias in Sales Psychology

You most likely don't even realize how popular this principle is for selling anything. How about the before and after effect? Let the following pictures do the talking.

Or what about free shipping? According to research, 90% of consumers in 2022 would shop online more often if given the option of complimentary delivery.

Offering free shipping is also based on cognitive bias. When we see the word "free", our brain perceives it as a good deal and we're more likely to make a purchase.
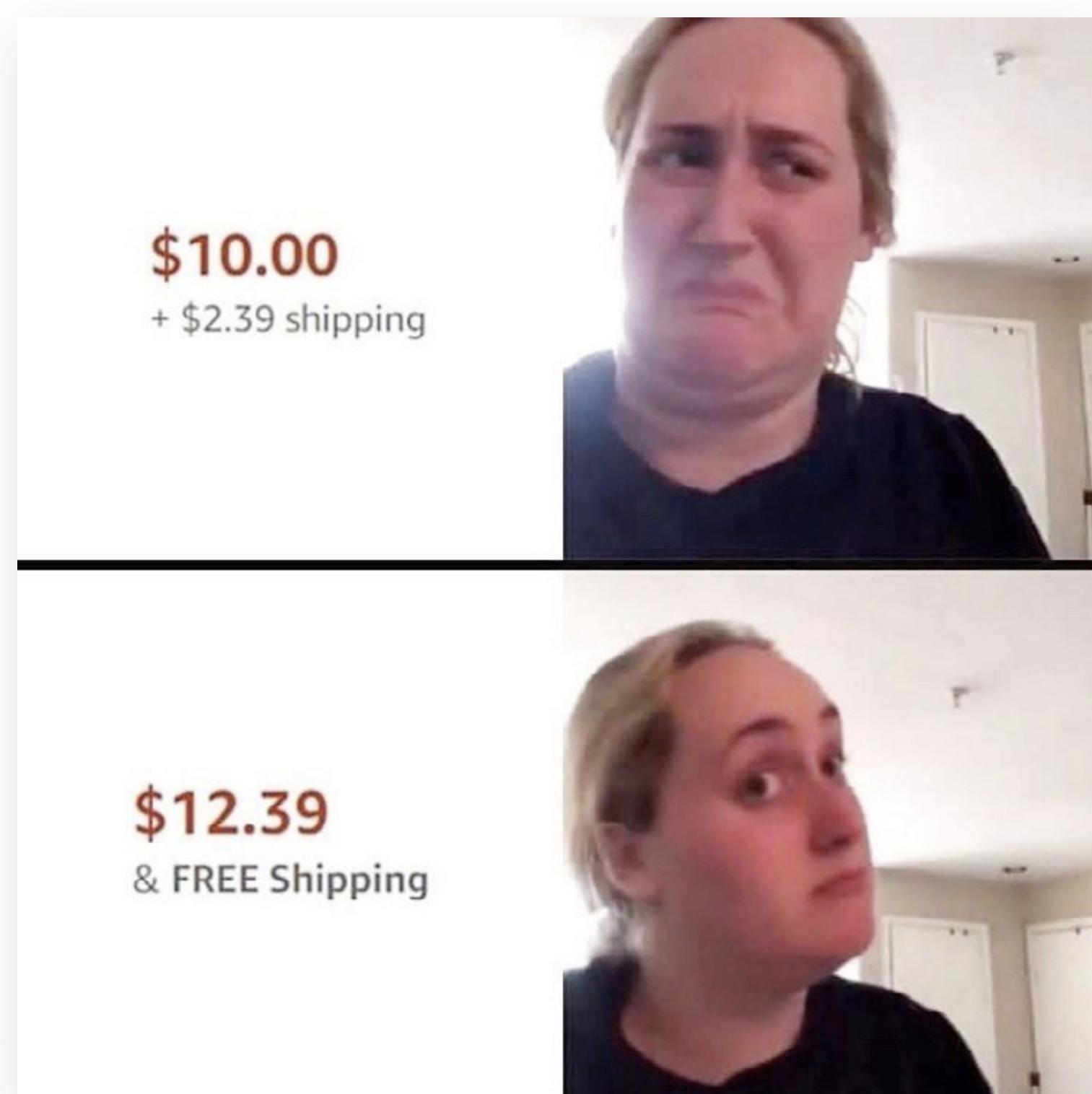
10) The Paradox of Choice

Do you know that feeling when you're so overwhelmed with choices that you give up and don't select anything at all? We sometimes think we're lucky to be able to choose from an endless range of products, but are we really?

When we're presented with too many options, our brains can't process all of the information and we often freeze, unable to make decisions. This is called "choice overload" or the "paradox of choice".

What Is It and Why Does It Work?

Choice overload is the idea that we're more likely to make a decision when there are **fewer options to pick from.** An abundance of choices requires more effort from us, and we tend to feel unsatisfied with our decisions. I have already mentioned the Fear Of Missing Out - the paradox of choice often contributes to that FOMO. Choice overload is based on the principle of cognitive dissonance, that we tend to seek consistency in our beliefs and behavior by nature.

When we're presented with too many options, they create a state of inconsistency that leads to anxiety and indecision.

How Can You Use It To Boost Sales?

→ **Offer a limited number of options.** For example, if you're selling a product like shampoo, you might want to offer only a small selection of scents or colors.

→ **Make it easy to compare features between products.** If you

want your clients to choose from some alternatives, describe each option's benefits.

→ **Make the differences between your products loud and clear.** This way, you can reduce the paralyzed feelings that too many similar options tend to cause

Examples of Using The Paradox of Choice in Sales Psychology
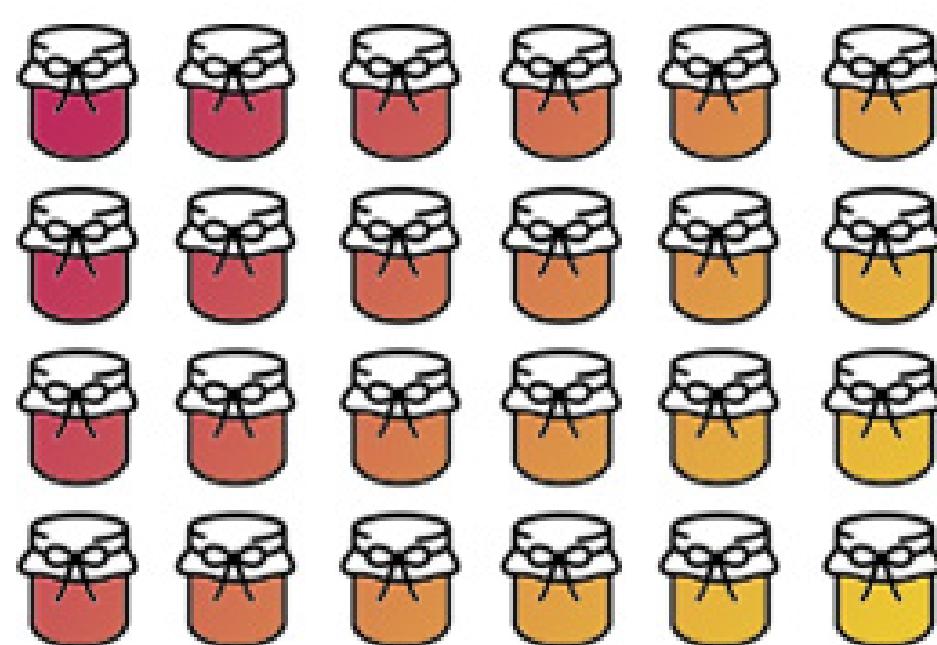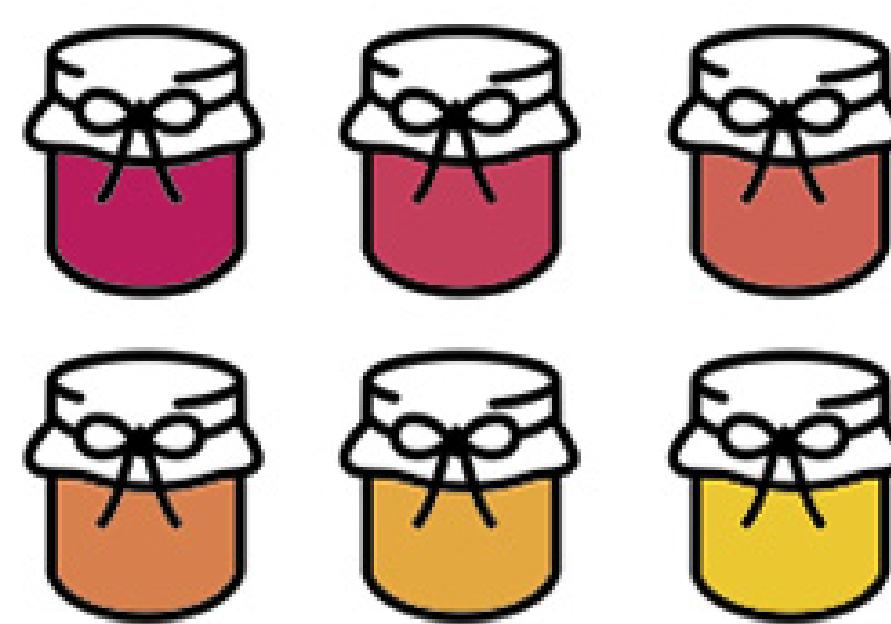
As with jams, let's take a look at a real-life e-commerce shop. The store offers their collection of swimsuits with just 6 colors available, all in the same cuts. Such a minimalist collection makes the selection process easier.
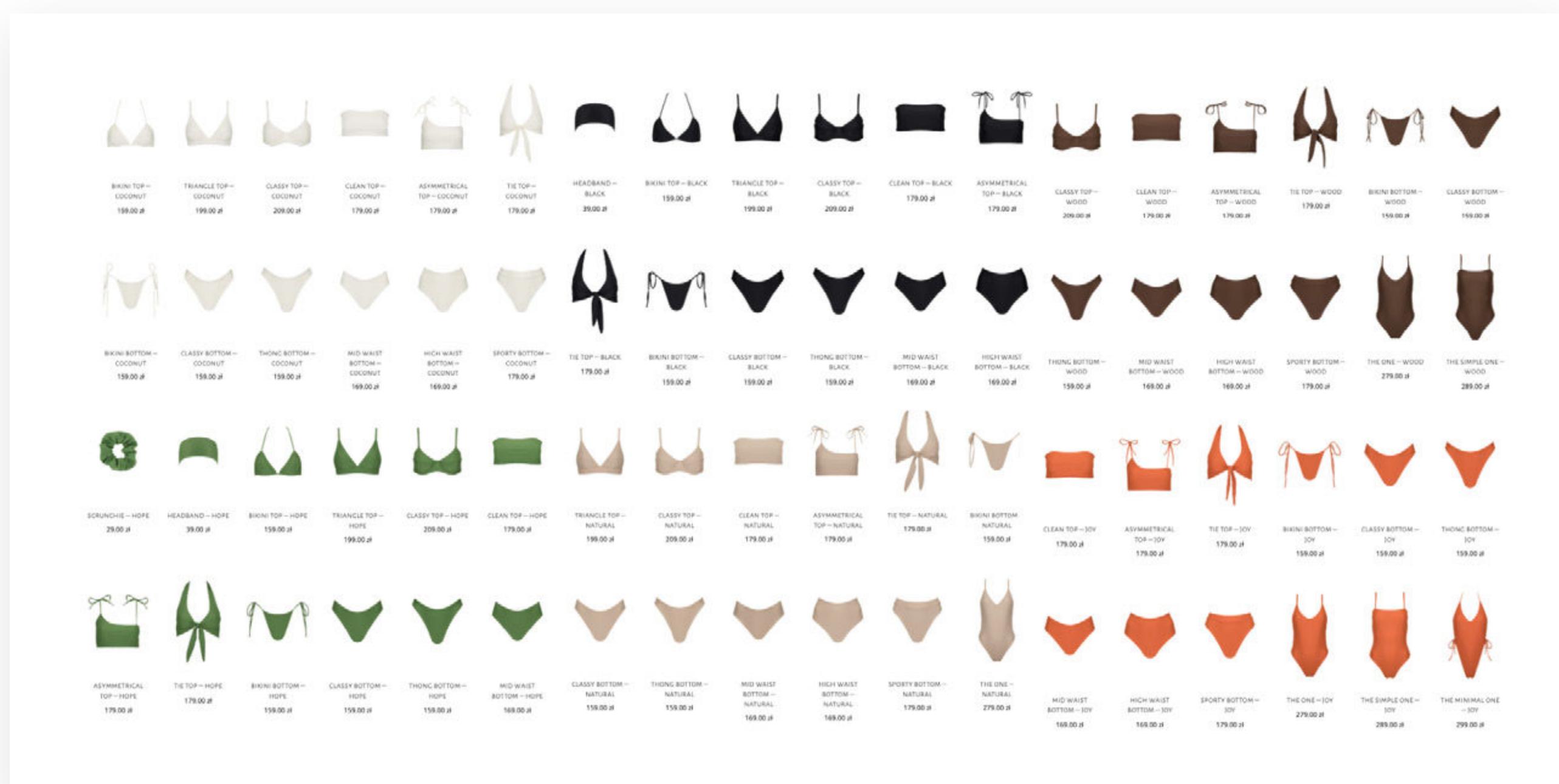
The paradox of choice is also common among Netflix users. Despite scrolling through the options for hours, people are unable to decide what shows to watch. This becomes a problem not just for users, but also for the streaming platform.

What is Netflix doing to overcome this and make choosing easier? Reduced upfront choices, Top 10 Today, Top Picks For You, or the Watch Something button are all designed to help users narrow down their selections.
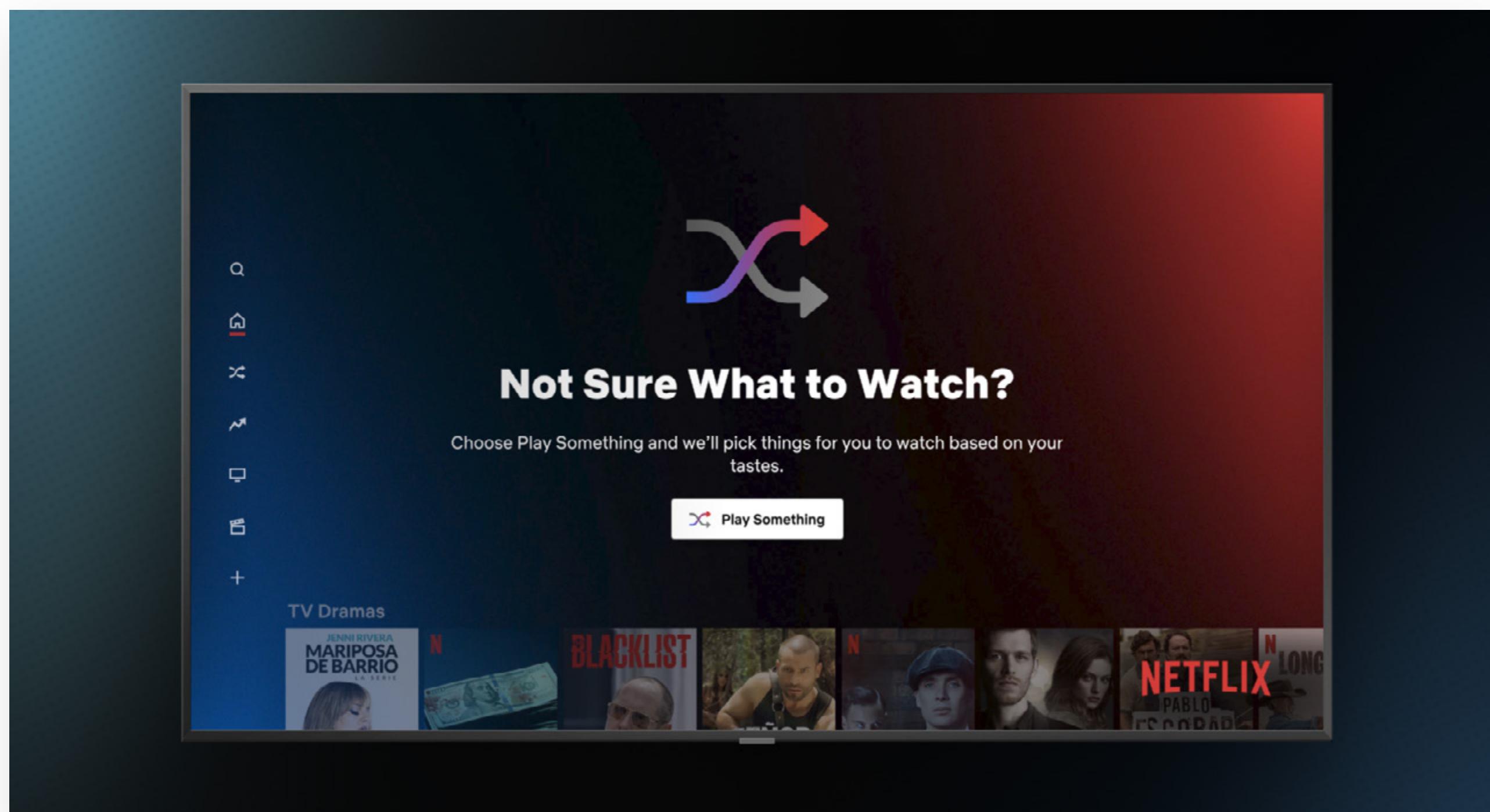
11) God Terms

Luxurious. Powerful. Exclusive. Does this seem like another car ad?

God Terms can have huge power over people's decision making, which is why you see them being used a lot. This is especially true in the luxury goods industry.

What Are They and Why Do They Work?

God terms are words that have a positive connotation and are **associated with high status.**

God terms work because they tap into our **natural desire to be associated with positive things.** When we see a word that has a positive connotation, it makes us feel good and worthy, so we want to be associated with it.

How Can You Use It To Boost Sales?

→ By using God terms in your headlines and copy, you can make your products and services more appealing, thus improving your sales. Examples of such words include "Free", "Happy", "Love", "Save", "Wonderful", "Joy", "Winner", "Power", "Strength", and "Passion".

→ Keep in mind that these terms should be **used sparingly** so as not to reduce their impact. When used correctly, they can be powerful tools in your marketing arsenal.

Examples of Using God Terms in Sales Psychology

There are plenty of instances of God Terms in luxury brand ads. Here are some great examples.

"Dream big" brings to mind pleasant images.

"Pure", "progressive", "modern-day", "high-quality", and "comfort" are just a few of the different God Terms used in the description of the new Audi RS e-Tron GT.

12) Pratfall Effect

When it comes to making sales, many people think that the key is perfection. They believe that in order to sell, they need to be polished and professional at all times.

However, the opposite may actually be true – sometimes it's better to make mistakes. This is known as the **pratfall effect.**

What Is It and Why Does It Work?

The pratfall effect explains that we're more likely to admire someone if they make a mistake. This makes people (and brands) come across more authentic and relatable.

Humanizing brands is a trend that has recently taken hold across all marketing fields. Through this process, customers can become more familiar with your company and identify with your messages in a more direct way. And what could be more human than making mistakes?

The pratfall effect works because it's based on the principle of social proof. This is the idea that we're more likely to do something if we see others doing it too.

Our desire for human connection is just natural. Whenever we see something that's not perfect or has some flaws, we automatically empathize with it quicker. This feeling creates an invisible bond.

How Can You Use It To Boost Sales?

→   Your brand will seem more human if you **admit to weaknesses,**

being **honest and vulnerable** with consumers.

→   Own up to your mistakes and flaws **candidly and humorously.**
     People are attracted to honesty and vulnerability, so they'll be
     more likely to trust and buy from you if you show that you're hu-
     man just like them.

→   Follow up an admission of guilt with a **sincere apology** and a
     commitment to **do better in future.** This shows that you genu-
     inely care about the customer experience and are willing to go
     the extra mile to make things right.

Examples of Using the Pratfall Effect in Sales Psychology

KFC is a global fast-food chain that has been in business for over 70 years. When it ran out of chicken, the company's PR managers knew what they had to do – not just apologize and fix the problem quietly, but go public with the story. And they found a way to make it funny, too.

Through the way that they pro-vided information, they also increased their recognition and awareness.

WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

13) Mere Exposure Effect

Do you ever find yourself drawn to a particular product, even though you can't really say why? It might be because of the mere **exposure effect.**

What Is It and Why Does It Work?

This psychological phenomenon occurs when we are repeatedly exposed to a person, place, brand, or anything else.

It's based on the **principle of familiarity.** That is, we're more inclined to like something if we've seen it before.

The more often we see something, the more familiar it becomes to us. Familiarity reduces uncertainty and often increases how much we like something.

How Can You Use It To Boost Sales?

→ Place your product in an **easily visible location** in your store or on your website, else put it in an eye-catching display or landing page.

→ **Run ads** for your product online and on TV.

→ Provide customers with **samples of your product.** This will give them a chance to try it out and see if they like it before purchasing. If your products allow it, give samples away in highly frequented places such as malls or conferences.

→   Use **banners and push notifications** to expose clients to specific products.

→   Don't show the stimulus continuously, as it could have the opposite effect.

Examples of Using the Mere Exposure Effect in Sales Psychology

A study that was conducted on 63 toddlers aged 3-5 proves how the mere exposure effect works.

Children who had seen McDonald's ads many times before were served carrots both in a box with the brand's logo on and in an unlabelled container. Most of them agreed that the carrots in the box with the logo on it were the tastier ones.

The same thing happens to you every time you stand in front of, say, a shelf of shampoo. You tend to reach out for products that you already know and have seen advertised many times before, even if you don't believe the ads work on you and deep down you are aware that lesser-known brands use the exact same ingredients.

14) Color psychology

What color are your logo and products? How do you choose the colors for your marketing materials?

Chances are that you've thought a lot about the colors you use in your business, but are they working in your favor? Color psychology can have a big impact on how people perceive your brand and products.

What Is It and Why Does It Work?

Color psychology is the idea that colors can affect our emotions and behavior.

Colors are associated with certain emotions and feelings. When we see a color, it can **trigger emotions** and **affect our behavior.**

For example, the color red is often associated with enger, excitement, and urgency - making it a great choice for promotion or sale signs. Blue, on the other hand, is often seen as calm and trustworthy - perfect for building brand loyalty.

How Can You Use It To Boost Sales?

→   Try to use a mix of warm and cool colors in your branding and advertising, as this can help create a sense of **balance** and harmony.

→   Make sure that the colors you choose for your website and mar-

keting materials are **easy on the eye** and won't cause eyestrain or headaches.

→   Create **contrast** between the background and text colors, as this will help your words stand out. Consider that approximately 1 in 10 people are colorblind - that's 10% of your prospects leaving your site!

Some color tips:

01.   **Red** is often thought to be an aggressive color, so it can be used to create a sense of **urgency** or **excitement.**

02.   **Blue** is usually associated with **calm** and **trustworthiness,** making it a good choice for businesses that want to come across as reliable and trustworthy.

03.   **Green** goes hand-in-hand with **eco-friendliness** plus wealth and prosperity, so it is a good choice for businesses that want to convey those qualities.

04.   **Orange** can be used to create a **fun** and playful atmosphere, which can be appealing to consumers.

05.   **Purple** is often associated with luxury and **elegance,** making it a good choice for premium brands.

Examples of Using Color Psychology in Sales

Just by looking closely at some brands' logos, we can see how the psychology of colors works.

Let's start with Netflix. The red logo reminds us of armchair upholstery in a movie theater. Red also symbolizes energy, power, and passion - definitely three adjectives with which Netflix identifies itself.

Another example is Spotify. They use green to convey a sense of calmness, serenity, and constant progress. Sometimes they use black to show modernity.

Orange is not often chosen for brand logos, and even less so for luxury brands. Hermes, however, is an exception. The color has become an iconic symbol of this luxury fashion brand - It stands out and works perfectly.

You can see that these brands' colors were not chosen at random. They are associated with the brand and have become symbolic of them.

15) Confirmation bias

If you work in sales, you will know that one of the most important goals is to get potential customers to say "yes" as often as possible. One way to do this is by using confirmation bias.

What Is It and Why Does It Work?

The confirmation effect is one of the cognitive biases. It causes us to select information in such a way that we only consider things that confirm our views while ignoring those that contradict our existing beliefs.

So, if you can get a potential customer to say "yes" early on, they're more likely to continue saying "yes" later too.

By presenting consumers with a range of methods for confirmation – such as surveys, reviews, and testimonials – marketers can help shoppers confirm their choices and avoid buyers' hesitation.

How Can You Use It To Boost Sales?

→   Understand your customers' needs and **preferences.**

→   Anticipate what information your customers will
    find convincing.

→   Make sure your information is **credible and reliable.**

→   Present information in a way that's **easy to understand**

and act upon, causing people to quickly and unconsciously agree with you.

→   **Follow up with customers** after they've made a purchase to ensure they're happy with it.

Examples of Using Confirmation Bias in Sales Psychology

Influencers and celebrities are both examples of confirmation bias in sales and marketing. A celebrity endorsement of your product would add prestige to it and make it appear more trustworthy.

But you don't have to break the bank and invest in an ad with Jennifer Aniston. It will still work with less well-known influencers.

Another example of confirmation bias in marketing is the Popchips ad. After seeing this advertisement, the consumer is probably truly convinced that these chips are healthier (or at least less calorific) than others available on the market.

16) Blemishing Effect

In the business world, perception is everything. Whether it's a company's public image or an individual salesperson's persona, first impressions can be make-or-break.

In such an environment, any small blemish can have a big impact. This is where the concept of the blemishing effect comes in – any small deviation from what's expected can create doubt in the minds of customers.

What Is It and Why Does It Work?

The blemishing effect is the idea that we're more inclined to like something if it's not perfect.

This works because it's based on the principle of imperfection, which is the idea that imperfect things can be more appealing than ideal ones.

If there are some minor disadvantages about a product, it can be more convincing to the customer. However, you need to be very careful not to portray your product negatively.

What matters is HOW the negative effects are presented. The pros still need to outweigh the cons in order to be convincing.

How Can You Use It To Boost Sales?

→ In a mild way, **unflatter your product.** If you have already listed

some positive attributes, make sure to list some less appealing ones afterward.

→   **Downgrade your offer** a bit. As long as you won't make your customers think too hard about it, including a small drawback (even if it's insignificant) of your product can actually boost positive opinions.

→   The blemishing effect can also be used in pricing. If you have a product that costs $100, you might want to list the price as $99.99. By doing so, the product can seem more attractive and more people will be willing to buy it.

Examples of Using Blemishing Effect in Sales Psychology

If you search for opinions on products, you will likely come across some blemishing effects.

A good example of this is on sales pages, which often have pros-and-cons lists. They are presented in a positive light, but still with some flaws (often not of great importance).

Also see review pages. If an opinion exceeds four stars (on a 5-star scale) then we tend not to pay much attention to the rest.

Bad reviews may seem negative, but they actually serve to increase the trustworthiness and relatability of a product. It's worth a shot, as people are often more confident in products that have some negative opinions than none at all.

Capterra

★ ★ ★ ★ ½
4.5/5 – 225 reviews

Read the reviews

There you have it!

These are just some of the psychological principles that you can adopt to boost sales. Use them wisely and you'll be sure to see an increase in your numbers of customers and the amount of purchases they make.

Thanks for reading!

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