

## How Color Sells: Want to Boost Sales? Add Red!

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The right shade or tint of a color can express an entire mood; it can make us warm or cold. Color when used with knowledge and savvy can produce real results. Take a look around you on an average day and tune into the colorful messages you are presented, from fast good to fine dining, luxury automobiles to budget transportation, the latest gadgetry to an old fashioned good book, color is everywhere. Let's take a look at red and how you can make more with it.



It is true, in the presence of red a person will spend more money, lose track of time, and eat more! Remember red tag sales, well they are red for a reason. It is the color of impulse buying and a more self indulgent mood. Gone are the days of the blue light special at Kmart and just look at how many big box retailers use red in their logos from Office Depot to Staples, Target to Costco and many in between.

On the food front, take a look around next time you are out at an Italian, Chinese, or Mexican restaurant.

There is a lot of red, and typically we eat more, spend more, and lose track of time. It is also the reason so many dining rooms are burgundy, that is red with a bit of blue. It encourages the appetite! It also drives people to sit a bit longer and take their time. Don't paint your kitchen red if you are on a diet, it will only serve to stimulate your appetite, not suppress it. Think of icons like Big Red gum.



Red raises a person's blood pressure and energy level. It is the perfect antidote to wear if you aren't feeling well. It also explains why the lady in the red dress or man in the power tie gets more attention, especially at a black tie event. A touch of red tends to create an atmosphere of agreement.

For this reason in particular it is great in sales.



Red is also an auspicious color as it is used for red-letter days. The scarlet letter was red! Use it wisely, it is powerful. Red is energetic and bold and ranges from cabernet to crimson, cherry to tomato. Enjoy it judiciously!

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