



The WOW Factor: Smell (Part 3 of 5)



Nothing is more offensive than a bad odor. Nothing can kill the perfect selling environment easier than a bad smell. I have visited offices where I have been overwhelmed by the smell of cigarette smoke. I have been in offices located next to dentist offices and veterinarian clinics that reek with bad odor. Some offices are old and maintain a musty smell. Let's face it, smell is a tremendous barrier to overcome.

That is why it is so essential to attempt to create, at the very least, a neutral smelling environment and hopefully a pleasant, warm place your clients enjoy visiting.

Spas treat our nose as we enjoy the rich smells of the oils that they use such as menthol or eucalyptus. A spa incorporates all five senses, and that is why we love it! That is why we are thrilled to pay \$100 an hour to escape to a spa! By using the smells that spas employ, your office will have a greater appeal and a sense of relaxation.

Smell is a high priority in some incredibly profitable companies. For example, in some research I found that Victoria's Secret spent millions of dollars creating the "perfect" smell so that shoppers will want to linger in their stores. In addition, Neiman Marcus discovered that by creating a smell within their leather departments, customers stayed for longer periods of time in these areas of the store.

In our offices we appeal to the sense of smell in our private meeting room. We have a high-grade coffee machine, because people love the smell of coffee. Furthermore, we have placed aroma-therapy candles throughout our office. You must use extreme caution when using highly scented candles. Highly perfumed smells can cause sinus problems and allergies. Instead, use soft scents like vanilla or hazelnut. These smells contribute to creating an intimate, warm environment.

In the past, we have tried using other scents, but a vocal majority expressed extreme displeasure over fruity, sharp-smelling candles. We have received nothing but positive feedback from the use of soft-scented candles.

Therefore, use an exclusive, lavish spa as your model. Make your office smell luxurious. Incorporate the use of pleasant smelling candles and scents to enhance the sense of smell in your office. People will be able to smell the difference. Good luck and good s(m)elling!!

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