

THERE CANNOT
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WITH BUYING AND
SELLING.

The Science of Selling

There cannot be many areas of human behaviour better researched than those connected with buying and selling. Nobody enjoys the feeling of *parting with*⁷ their hard-earned cash, even if a *purchase*⁸ ultimately⁹ proves *worth*¹⁰ it, and the impulse to keep wallets clasped firmly closed and walk on by is usually extremely strong. Even trusted businesses which have already established themselves with quality products or services will still need to work hard to convince *would-be*¹¹ clients to *commit*¹². This process is even harder for new, *insurgent brands*¹³.

In the *brick-and-mortar*¹⁴ world of *retail selling*¹⁵, simple pricing strategies have

long proven their worth for those looking to *influence*¹⁶ purchasing decisions. Take "psychological pricing", "price ending" or "charm pricing" as it is variously known as a classic example. Here, the idea of *dropping*¹⁷ a product's price to just-below a *round value*¹⁸ (e.g. by pricing something at £2.99 rather than £3.00) tricks the consumer into assuming that the product is *actually*¹⁹ priced closer to the lower round value. This extremely simple yet effective strategy is known to have been *shifting stock*²⁰ *off*²¹ shelves since at least the 19th century.

More recently, the huge *upswing*²² in online selling has added complexity and opportunity to the challenge of getting pricing right. With sellers *combatting*²³ limited customer attention spans and *seemingly*²⁴

IS RIGHT

⁷ to part with sth to part wó 'samém pozbywać się czegoś, rozstawać się z czymś

⁸ purchase 'pafjes zakup, nabytek

⁹ ultimately 'Altumati ostatecznie, w końcu

¹⁰ worth sth wó 8 'samém wart/y czegoś

¹¹ would-be 'wud bi: aspirujący, kandydujący, domniemany

¹² to commit to ka'mit tu: zaangażować się, poświęcać (np. pieniądze)

¹³ insurgent brand 'in'sadzent brand marka z sukcesem wchodząca na nowy rynek

¹⁴ brick-and-mortar 'brk n 'mó:ta:n biznes, który ma tradycyjną siedzibę, nie działający w internecie

¹⁵ retail selling 'ri:te:l 'sel:ng sprzedaż detaliczna

¹⁶ to influence sth tu 'influens 'samém wpływać na coś

¹⁷ to drop sth to drop 'samém opuszczać, zaniżać coś

¹⁸ round value 'raund 'wælj: zaokrąglona wartość

¹⁹ actually 'æktfuali w rzeczywistości, faktycznie

²⁰ to shift sth off to fift 'samém of tu: wymiatać coś skądś, czyścić coś z czegoś

²¹ stock stok tu: asortyment

²² upswing 'apswin wzrost, poprawa

²³ to combat sth to 'kombæt 'samém zwalczać coś

²⁴ seemingly 'simgli tu: na pierwszy rzut oka