The Science and Soul of Best Sellers

Lilly Stamets
Manager Gift Shops, UCSF Medical Center
Lillian.stamets@ucsf.edu
Purpose

• **Retail Roundtable: The Science and Soul of Best Sellers**
  | Moderator: Lilly Stamets, Manager of Gift Shops, UCSF Medical Center; Principal for Premier Retail Consulting.

• **Panel: Harlan Schenbaum, Gift Shop Supervisor/ Buyer, Community Hospital of Monterey Peninsula (CHOMPS)**

• Join Lilly Stamets and a panel of gift shop managers for this insightful **open forum session** where we'll share ideas with fellow retailers. Come and join us!

• **Tell us your story.**

• We'll discuss the **latest product trends**, explore the **best sellers** and where you can find them! Be sure to bring your questions too. This will be an exciting session - you'll leave with plenty of ideas to boost your sales and find the next best seller for your store!
Panel

• Harlan Schenbaum
  Gift Shop Supervisor/Buyer
  Community Hospital of the Monterey Peninsula (CHOMPS)
  Beds: 258 Licensed Beds
  Gift Shop Sales:
  Gift Shop Sq. Ft:
  Customer Mix:
Panel

- Lilly Stamets
- Manager Gift Shops at
  - UCSF Medical Center, San Francisco, CA
- # of Beds:
  - 750 Adult at the Parnassus Campus
  - 289 Women and Children’s at Mission Bay
- Gift Shop Sales:
  - $1.2 million (projected for combined stores)
- Gift Shops Selling Floor:
  - 600 Sq. Ft. Adult
  - 350 Sq. Ft. Women and Children’s = 950
- Customer Mix:
  - Staff: 65%
  - Patient Families/Visitors 35%
Agenda

• The **Science** of Retail is Evidence Based
  • How to determine what is going on
  • Know Your Numbers and the Best Sellers
  • What are your Merchandise Assortments
  • Learn how to Predict Trends
  • Feature merchandise that appeal the 5 Senses
  • Understand the Science of Color
Agenda

• The **Soul** of Retail is the Heart of Best Sellers
  • Best Sellers are usually Mission Related
  • Understand your Customers and their Needs
  • Merchandise to your Mission
  • Create Empathy for our Customers
  • Learn the Color Emotion Guide
Gift Shop at UCSF Medical Center

2009

2010 After Remodel
Know Your Numbers

- Sales
- Best Sellers
- Best Departments
- Number of Transactions
- Average Sale per Transaction
- Value of Inventory
- Markdowns
- Returns
- Shrinkage
- Swell
- Evidence Based Statistics
- Store Hours
Holiday Spending

Source: Monthly Consumer Survey
2015 Holiday Spending

• MasterCard Spending Pulse Report: U.S. retail sales grew 7.9 percent during the traditional holiday selling season, from Black Friday to Christmas Eve.
2015 Best Sellers

• Apparel:
  • Ponchos

• Gift:
  • Christmas Trees

• Activity Books:
  • Adult Coloring Books

• Movie:
  • Star Wars

• Candy:
  • Boxed Gift Candy

* Dec 2015 Gift Shop UCSF Medical Center
Apparel
Christmas Trees

• GANZ
• GRASSLAND
Activity: Adult Coloring Books

[Image: Enchanted Forest]

The magic of adult colouring with Johanna Basford and STAEDTLER.mp4
Boxed Candy
## Love It or Leave It

- Apparel / Wearables
- Activity Books
- Gift Food
- More

<table>
<thead>
<tr>
<th></th>
<th>Love It</th>
<th>Leave It</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel</td>
<td>X</td>
<td>?</td>
</tr>
<tr>
<td>Activity</td>
<td>X</td>
<td>?</td>
</tr>
<tr>
<td>Gift Food</td>
<td>X</td>
<td>?</td>
</tr>
</tbody>
</table>
The Empathy Story

Empathy- The Human Connection to Patient Care.mp4
Empathy is...
seeing with the eyes of another,
listening with the ears of another,
and feeling with the heart of another.
The Senses
Information Processed by Senses

Humans:
- 83% Sight 20/20
- 11% Hearing
- 3.5% Smell
- 1.5% Touch
- 1.0% Taste

Dogs:
- 20% Sight 20/75
- 10% Hearing
- 70% -80% Smell
- 1.0% Touch
- 1.0% Taste
5 Senses Science: Nervous System has a Specific Sensory System

• **Sight** (ophthalmocepetion) Visual, Picture is worth 100 words, Color

• **Hearing** (audioception) Audio, music is medicine

• **Taste** (gustaoception) from chemosensory system, Food, Beverages

• **Smell** (Olfacoception) from chemosensory system, fragrance

• **Touch** (tactioception) Somatosensory system controlled by touch receptors, therapeutic massage
Senses Diagram

FIVE SENSES

give the body information through

Sight  Hearing  Touch  Smell  Taste

by using  by using  by using  by using  by using

Eyes  Ears  Hands  Feet  Skin  Nose  Mouth  Tongue
The Soul of Color
Color = Behavior
Color and Human Behavior

Color is one of the most powerful methods of design. However, it is not entirely universal. Colors that entice in North America are different from those that entice in India. Below are colors that affect North American online shoppers.

- **Yellow**: Optimistic and youthful, often used to grab attention of window shoppers.
- **Red**: Energy increases heart rate, creates urgency, often seen in clearance sales.
- **Blue**: Creates the sensational of trust and security, often seen with banks and businesses.
- **Green**: Associated with wealthy, the easiest color for the eyes to process, used to relax in stores.
- **Orange**: Aggressive, creates a call to action: subscribe, buy, or sell.
- **Pink**: Romantic and feminine, used to market products to woman and young girls.
- **Black**: Powerful and sleek, used to market luxury products.
- **Purple**: Is used to soothe & calm, often seen in beauty or anti-aging products.
Color Science

• Color Matching System: CMS

• Pantone Matching System: PMS
  • Established 1950

• Munsell
  • Established 1929
PANTONE®
FASHION COLOR REPORT
SPRING 2016
New York Fashion Week
September 10–17
A publication of the Pantone Color Institute
Joined together Rose Quartz and Serenity demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace.

Leatrice Eiseman Executive Director, Pantone Color Institute®
Rose Quartz

Serenity
Visual Merchandising
Two Content Layout with SmartArt

• Sort
• Second bullet point here
• Third bullet point here

Step 1
Step 2
Step 3
Step 4
Step 5

5S

Sustain
Keep only necessary items in the work place

Sort

Standardize
Maintain established standards and procedures

Stabilize

Shine
Keep the work place and equipment clean and neat
**5S Methodology**

- **Sort**: When in doubt, move it out – Red Tag technique
- **Set in Order**: A place for everything and everything in its place
- **Shine**: Clean and inspect or Inspect through cleaning
- **Standardize**: Make up the rules, follow and enforce them
- **Sustain**: Part of daily work and it becomes a habit
Apparel Display

Clutter

Clean
The Science and Soul of Best Sellers