

Increasing turnover down to psychology

A PLYMOUTH company, which increased a client's turnover by 900 per cent, says success is all in the mind.

Myo International said a West-country client had experienced the dramatic turnover boost, after commissioning psychological research into consumer habits.

Myo employs psychological researchers from across the world to analyse shoppers' habits and understand better how and why they make spur of the moment purchases.

Company founder and managing director Neil Trigger said: "We felt that people were tackling their marketing in an odd way. They saw their websites were not converting people so they searched for marketers who only generated more ineffective traffic. This is expensive. If it's not working, that tells you something - try something else."

"We utilise the existing website visitors and, once conversion rates rise, the money spent on conventional marketing becomes a wiser investment."

Mr Trigger, pictured, is an IT spe-

CATHERINE BARNES

cialist and expert in the field of hypnotism. A former member of Plymouth's Magic Circle, he has researched applications for suggestion and techniques, made famous by Derren Brown.

His firm assesses clients' websites, in order to streamline the text, layout and images used. It then applies its psychological optimisation techniques, to ensure information either stands out or is ignored, depending on the client's preference.

Kevin Fisher, of Truro-based media distributors Cornwall DVD said his company had increased turnover by 900 per cent as a result.

"We employed the services of Myo to improve our Christmas sales," he said. "We were delighted when our sales doubled for the next month's business. I was even more delighted when December saw it triple from the previous year. In the current retail climate, this is excellent and has helped our business to stay afloat during these hard times."



Myo, which in Japanese means "essence", was established in November last year and this week moved to new premises on the Tamar Science Park's Phase 4 development. It is understood to be the only company in the world to be using such techniques to increase market turnover.

Mr Trigger, who is currently researching a PHD specialising in

ways that the mind can be manipulated to affect behaviour and belief, said Myo's innovative marketing strategy relied upon neither magic nor subliminal messaging. He added that methods included subtle language patterns.

"If you say to customers, 'why don't you come down?' then you could detract from your message as the customer subconsciously thinks of reasons not to," he said. "It's about replacing words with those that are less ambiguous."

Confident his own business will grow, Mr Trigger, who currently has two Plymouth based employees and works with freelance psychology experts, expects to hire and train around 12 staff for new technical jobs by the end of the year.

"I will certainly try to recruit local people," he said. "We like being based in the South West."

Nigel Halford, chief executive of Tamar Science Park, said: "It is hugely beneficial to have a company such as Myo International based here at the Park."