

Fresh Scents®

ADD THIS PHRASE TO YOUR VOCABULARY IF YOU'RE A FRAGRANCE BUYER

Buyers need to know where sales growth is coming from... and *why*. When you don't know why your customers are buying a certain item you can't expand that success to other areas of your business. And in the world of fragrance, it can be difficult to discern why a certain scent sells more than others.

Your customers might write reviews like:

"I just love this scent."

"I can't get enough of this fragrance."

That doesn't give you much actionable insight. What we've discovered from decades in the home fragrance industry is your customers are likely experiencing a **"First Moment of Truth"** with your best-selling fragrances. **The First Moment of Truth** is the initial impression your customers have with a fragrance. They instantly connect themselves to that scent, which leads to a much higher rate of purchase.



Now that we've defined FMOT, here are 3 ways to use it to grow your category:

1. If you're suspicious a fragrance has a strong **First Moment of Truth**, it's time to expand. The more ways you can deliver that scent to your customers, the more they will buy.
2. Ask your suppliers about their best-selling fragrances. They may be familiar with FMOT and can guide you towards winning fragrance collections.
3. Look in the broader marketplace for fragrances with FMOT. Reference those fragrances with your suppliers to see if they offer something comparable.