

Session Two

"Grocery store marketing teams craft sales so that we think we're getting a better deal than we really are."

Are you more inclined to buy an item if it is "on sale"? Why?

Just because an item has a red sale sticker on it, doesn't mean it's a good deal. Pay attention to the following sale lingo and learn the insider tricks grocery stores use to get you to spend more money than you need to.

13 Grocery Store Sales you Should Ignore

1. Buy one, get one half off.

Buying two items to get one of them half off is the same as each of them _____% off.

Food goes on sale for _____% off fairly often, and everything in the store will hit this sale price at some point in the sale cycle.

2. Buy two, get one free.

How much do you save with a buy 2, get 1 free sale?

3. Pick the right item for the right sale.

Ask a store associate to help you find the right item if you need help.

Do you ever get confused trying to find the right item for a particular sale?

4. Be leery of a generic “sale” price.

Have you ever searched for the original price of an item? Was the “sale” truly a good deal?

5. 10 for \$10 sales mean each item is \$1 each.

True or False: with a 10 for \$10 sale you have to buy ten items to get the sale price?

6. Items in a 10 for \$10 promotion are sometimes cheaper if you buy them at regular price.

Always double check the original price on a 10 for \$10 sale item. Have you been duped by a 10 for \$10 sale?

7. Ignore “Buy 10 Get One Free” sales.

Do your ears perk up when you hear the word “free”?

How much savings do you get with a buy 10, get one free sale? _____%

8. Don’t get tripped up over quantity sales.

When was the last time you pulled out your calculator to check the price on a quantity sale?

Is 5 for \$3 a good deal?

9. Buy this and get that free usually means buying items you ordinarily wouldn’t buy.

In a buy this, get that free sale, the free item is usually something _____ to what’s on sale and something you would _____ buy at the store anyway – and that’s what makes this deal so enticing.

10. It also means spending more money than you normally would.

Do you usually need all the items offered in a buy this get that free sale?

11. Buy this and get 2x / 3x / 4x gas points is great if you buy gas at that store.

Are you on top of your grocery store gas points?

If so, do you buy the items that double (or triple) your points? Has this helped you save money?

12. Limits per customer make you think about getting an item you hadn't planned on getting.

Placing limits on sale items creates _____ for shoppers, both of which lead to _____.

Have you given into a limits per customer sale?

13. Just because bananas, bread, eggs and milk are priced low, doesn't mean everything else is.

Have you compared prices on bananas, eggs, bread or milk at different stores?

Is the sale truly a good price?

Does it reflect the pricing of the rest of the store?

"It is entirely possible to feed your family healthy food for less, and it's easier than you think. But you have to want it to happen. You have to be willing to make change and push through."

Which one of these sales (that aren't really sales) do you fall for most often?

Knowing you might not save any money, will you still intentionally shop during any of these sales? If so, why?
