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Want to sell something? Catch consumers at work, near payday

Posted by: Diane Brady on May 06

Here's some good advice for anyone in sales: try to catch people just after payday, and find out if you can sell to them at work.

In a new survey from WorkPlace Media, 64% of respondents said they stopped making major purchases (excluding bills) six days after receiving their paycheck. And, by a margin of 82% to 18%, consumers said they would be more likely to take up a special offer from their employer than one they received at home. (That makes sense, given that many would assume an employer will filter out the junk that shows up in their mailbox.)

Here's a breakdown to the question: How quickly after your payday do you stop spending money on items not related to bills?

- 1-2 days (41%)
- 3-6 days (23%)
- 1 week (13%)
- 2 weeks (2%)
- I continue to spend (21%)