

« **SHANE DECKER ON SALES STRATEGIES** »

SHANE DECKER has provided sales training for more than 3,000 stores worldwide. Contact him at (719) 488-4077 or at ex-sell-ence.com.



More Sale Killers on the Floor

A.J. SAYS: According to the 2009 Big Survey, 7% of store owners never go on to the sales floor.



PART 2 OF 2: THINGS NOT TO DO.

YOUR No. 1 priority *should always* be the sales floor. Whether you're an owner or a salesperson, nothing else matters — not advertising, inventory, store environment, nor anything else if you're not effectively working with clients and remaining aware of what's happening on the floor.

Last month, I discussed three sale killers that happen as a result of poor store floor awareness. Here are three more I see regularly:

SALE KILLER #1 » Huddling. This isn't the Super Bowl, people — it's a jewelry store. Yet, I walk into jewelry stores and see the entire sales staff gathered around the POS station. Somebody tells a joke and everyone's laughing and having a grand time. When a

client walks in, the first thing he thinks is that everyone is laughing at him. That isn't logical, but that's what he thinks. So he'll have his guard up. The second thing is that no salesperson wants to interrupt the moment, so they all wait to see who will go wait on the client. The client thinks no one wants to wait on him. So not only does he think we're laughing at him, he thinks no one wants to wait on him.

Be scattered across the floor and be busy. Having fun is OK, but you can't huddle.

SALE KILLER #2 » Interruptions. These happen because of a lack of communication, lack of training and being unorganized. You may be in the 30-second window when the client has made up his mind to buy and he's waiting for you to close the sale, when another associate walks

See Shane Decker as part of the "Monsters of Sales" seminar series at **THE SMART JEWELRY SHOW** April 21-23 in Chicago. (Conference begins April 20.)

up and asks, "Where's the Stuller book?" Now the client's thought process has been broken, your flow and presentation have been interrupted, and your chances of closing just sank. The client feels like the information your associate asked for was more important than he is; he also thinks your associate is extremely rude.

Another interruption is cell phones. They should not be allowed on the floor, even in vibrate mode. The customer will hear the vibration and be distracted. The salesperson will also be distracted and wondering who called, and will rush through the presentation.

SALE KILLER #3 » Not closing. The manager or owner (*not* other salespeople) should have permission to walk in on the sale uninvited to help a salesperson close. They can tell when someone is struggling. When the manager or owner steps in, the chances of closing almost double! Managers and owners need to be available to help close. You've spent all this money on advertising and creating a beautiful sales environment; why would you let a client leave without an item he wanted just because an associate can't close it?



SPIFF OF THE MONTH

Pass the Buck!

RETAIL SELLING, even when you're selling jewelry that you love, can get boring. It's your job to turn that boredom into *fun* and that fun into *sales*.

Here's a great one-day sales contest called Pass The Buck. Take a \$20 bill, or whatever denomination you want, and hand it to the first person to make a sale in your store that day. The next person to make a sale takes the twenty from the person who made the previous sale. This process continues on for the day.

Whoever ends up with the last sale of the day keeps the money. No one knows when the last sale will occur, so they "go for it" with every customer. As a twist, you can set a minimum sale amount to be in the game, which can get your salespeople to go for higher-dollar sales, or, make it for the person with the most items per sale. (Of course, good selling skills and non-pushy presentations must always be a priority.) Make it fun to work in your store, and your salespeople will stick with you and sell more.

SOURCE: HARRY J. FRIEDMAN, THE FRIEDMAN GROUP.

Let Harry Friedman teach you how to double your sales in his keynote address at **THE SMART JEWELRY SHOW** April 22.