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## « 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](http://ex-sell-ence.com).



# Use Value to Sell

WHEN IT COMES TO PRICE, PERCEPTION IS EVERYTHING.

**WANT TO KILL A SALE?** One of the best ways to do it is to ask a client, "How much do you want to spend?" or "What's your budget?" These questions put the client in a box. If his wife or girlfriend is with him, and he wasn't planning to spend more than a certain amount, he doesn't want her to think he's cheap. At the

same time, he doesn't want to pay more than he can afford. No matter what his answer is, he'll resent you for asking, which puts the sale in serious jeopardy.

From the time the client walks in to the time he leaves, there should be two perceived values: the value of the item in his mind when he enters the store, and the value of the item in his mind after you finish your presentation. If the perceived value of the item does not go up by the end of your presentation, you'll have objections, and chances are you'll have to negotiate the price *because* you did not prove the jewelry was worth its ticket. You'll hear things like:

- » "That's more than I want to spend."
- » "Go get the owner — he'll give me a better price than you."
- » "Throw in the tax."

If you can't handle price objections like this, you can't close the sale. And they'll leave

*A.J. SAYS: "Trust" is the No. 1 factor driving sales at most jewelers: 2010 Big Survey.*



## BALLOON PAYMENTS

**PUT UP** a board covered with balloons, a la a booth on the midway at your county fair. Each balloon should have cash inside it: \$1, \$5, \$20 and maybe one with a \$50 bill. Let the person who has made a big sale throw a dart at the balloon board and collect the reward.

**SOURCE:** Bob Nelson, author of *1001 Ways to Reward Employees*. Contact him through [nelson-motivation.com](http://nelson-motivation.com).

