



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.

CREATING FROM SCRATCH

START PUTTING SOMETHING BEAUTIFUL IN THEIR HANDS TO GENERATE UNEXPECTED SALES.

OK, Christmas is over. You don't have 200 clients coming in today to throw money at you, which means it's time to get back into good selling habits.

During the holidays, it's easy to fall into bad habits because customers are going to buy regardless. It's also easy to start taking certain clients for granted, like repair and battery clients — the ones you think aren't going to spend much. You have to take professional advantage of every selling opportunity you have. And the truth is, people buy on impulse all the time — just like we all did during the holidays.

Salespeople often gravitate toward diamond clients because they're thinking about making the big sale, but consider the difference in mindset between this client and a service client. When a diamond client comes in, he may have shopped three stores already and have all kinds of objections ready. On the other hand, the service client goes to one store: The one he trusts. This client should feel as special as somebody spend-

ing a million dollars and it should be an honor to wait on him. After all, there are a lot of other jewelry stores he could have chosen, but he chose yours.

Your New Year's resolution should be that every client coming in for a battery or dropping off or picking up a repair should have a "wow" item in their hands before they leave. This should be one of your store's absolutes. Use

"When a diamond client comes in, he may have shopped three stores already and have all kinds of objections prepared. But a service client goes to one store."

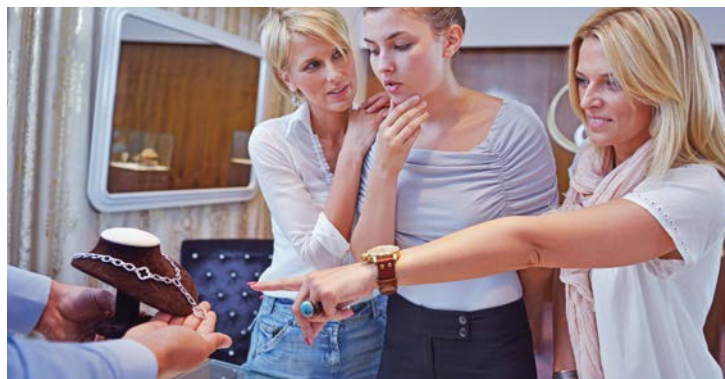
a lead-in line like "Guess what's in the vault?" or "Gotta show you my favorite" or "Wait until you see what just came in." In 1983, I made it my goal to show a 1-carat diamond to every battery client I waited on. I tracked this for one full year. Sixty-two clients waiting for a battery bought a diamond while they waited, all created from scratch. If you get it in their hand, the rest happens by itself.

Don't overthink this and make something so easy be so hard. Keep doing this until you succeed. It's a numbers game; sooner or later, you'll win.

At the very minimum, your clients will leave your store saying, "Did you see that?" or "Man, you guys are awesome." Don't practice ho-hum salesmanship and just let a client stand there and do nothing while someone changes his

battery. Instead, knock his socks off with a really cool piece of jewelry and let him go out and tell his friends about it. When referrals come in who have never been in before, they have high expectations. If you meet or exceed those expectations, the closing ratio is over 90 percent. Not only that, but you are planting seeds with each service client you wow. He'll come in next year and say, "You know that diamond you showed me last year? Tomorrow's my anniversary and I'd like to buy it."

Always wow with a diamond because last year, approximately 63 percent of all jewelry sold by value in the United States was diamond jewelry. So, take a more professional advantage of every selling opportunity you have. I've never had a client walk out mad because I put something gorgeous in his hand. Wow everyone. You buy on impulse, and so do your clients.



▶ SALES TRUTH



THERE IS NO ROMANCE IN A DIAMOND.

WHY IT'S TRUE: Romance is not a measurable commodity. Romance is fundamentally in the mind and heart of the customer. What the diamond will do for them, how it will help them to achieve their specific goals and objectives, and how to make that occasion very very special.

PLAN OF ACTION: Forget about romancing the stone and examine ways you can find romance in the customer's heart. How is he really planning to propose? How will he make this anniversary or birthday gift one she will remember for a lifetime? If he doesn't have an idea, help him come up with one. Make sure your sales staff all have several great proposal, anniversary, birthday, as well as other celebrated holidays, Christmas, Valentine's Day etc. stories they're prepared to share. The chances of losing the sale through price negotiation will be significantly reduced. — Dave Richardson

WOULDA COULDA SHOULD A

(What you'd have said to that rude customer... if only you'd thought of it faster)

"Apparently you!"

... to that groom-to-be who asks, "What's the cheapest thing in here?"

Woulda Coulda Shouldas are provided anonymously by IN-STORE's Brain Squad