



SHANE DECKER ON SALES STRATEGIES

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EXPAND YOUR VOCABULARY

CRAFT A SALES PITCH WORTHY OF A DIAMOND.

If you've been selling for a while, one of the biggest problems you may face is that your diamond presentations can become monotone, robotic, simple, old, boring, habitual, repeated, and non-enthusiastic. We have to kick the kindergarten vocabulary out (that means words like “pretty,” “gorgeous,” “nice stone” and “beautiful”). These are the words everybody else uses. If you want to be better than everybody else, you have to create enthusiasm and romance the diamond.

Let's take a moment to recall just what it is that makes diamonds so special and valued across time, space and cultures. The experts tell us they are about 3.4 billion years old. They were first discovered more than 3,000 years ago in India, but diamonds have a history that transcends time. In fact, time's only enemy — the only thing it can't break down — is diamond.

When we sell diamonds, we sell feelings and emotions. We sell life, love, forgiveness, time, hope, commitment, trust and memories. When you give a diamond, you

don't have to say a word. It will do all the talking for you. They are treasured, wanted, and timeless. Diamonds are the smallest, purest transportable form of negotiable wealth known to man. In ancient Greece, kings wore diamonds as a status symbol, just as people do today. They also wore them because they are virtually indestructible, a symbol of strength and invincibility. The word diamond comes from the Greek word “adamas,” which means “unconquerable.” Name another product that is worn 24 hours a day, seven days a week, for 40 years and — when worn with a little respect — is still just like it was the day it was purchased. You *can't!*

Diamonds also symbolize purity, the chosen stone for the bride. How did diamond become the symbol of matrimony? In 1477, the Archduke Maximilian of Austria gave a ring to Mary of Burgundy with diamonds set in the shape of the letter “M.”

Today, the diamond engagement ring is one of the single largest purchases a person will make in his

lifetime. So shouldn't you know its history and how to romance it? When a customer buys a diamond ring in your store, it should be a day he or she will never forget, and it's your responsibility to make sure that happens.

As you can see, “pretty” and “nice stone” just don't cut it when describing diamonds. Over the years, I've described diamonds as:

- A rare marriage of fire and ice.
- A violent collision of light and energy.
- It inhales light and breathes fire.
- Cut by someone with hands as skilled as a surgeon.
- Crystallized intensity.

→ The epitome of nature and the craftsmanship of man.

- White-hot.
- Faceted angel dust.
- Girl's best friend and man's best weapon.
- Explosive.
- Night light.
- They do their best work in dimly lit places.
- Mother Nature's love affair with light.

I hope you are getting the picture. Escape your old vocabulary box and stretch a little. Don't be a robotic salesperson, and do not get desensitized to all the reasons people come into your store. Make their day extra special. If you don't sound like everyone else selling diamonds, your closing ratio will rise.



TIPS
FRESH IDEAS TO BETTER YOUR BUSINESS

→ sales floor

ASSUMPTIVE ADD-ONS

→ Do you struggle closing the deal? Sales trainer Harry Friedman suggests that when you reach the trial close phase of your presentation you attach the words “you” or “your” to the item as a way to give customers automatic ownership of it. He also recommends starting each add-on attempt with “How about” His formula can be broken down into five parts: How about (1) this perfectly matched (2) pendant (3) to complete the look (4) of your (5) new ring. So here 3 is the add-on, 4 is the “must have” reason, and 5 the assumed understanding the customer is buying it by giving her automatic ownership.

PLAYING TAG



→ Price tags that reflect the quality and sophistication of your store aren't that cheap. It's why most jewelers are

reluctant to scribble on them or attach stickers when they have a sale. Eileen Eichhorn of Eichhorn Jewelry in Decatur, IN, has the answer — generic tags with color dots. “It's good to use the kind that can easily be attached and removed from an existing tag,” she advises. “Occasionally, instead of tags, we use different color string for distinguishing items. I just think it looks neater.”

LEARN FROM THE PROS

→ Next time you are at the trade show, notice the displays of your vendors, advises Rick Segel, author of *The Retail Business Kit for Dummies*. “They have to sell to the most difficult audience there is — retailers!” he says. “Notice how they merchandise their products, what emotion they are trying to convey. And then copy that for your store.”