



MARKETING

*Fresh Ideas to Better Your Business*

**MADE TO MEASURE**

→ It's generally hard to make an impression on a piece of cardstock that's 2 by 3.5 inches, but German jeweler Marrying definitely found a winner with its nifty business cards, which can be rolled to measure a women's ring size. The idea is that a man can use the card to check the size of his girlfriend's current rings, saving him the rather obvious reveal of saying: "Hey baby, what's your ring size? ... What? No reason."



**IDEAL POSITIONING**

→ Standing out in a crowded market place is one of the hardest things to do as a small business owner. But it really just comes down to imagination — and boldness. Von Bargen's Jewelry in Burlington, VT, shows how to do it with its focus on ideal cuts: All the rounds it sells are ideal, even the small stones down to 0.02, a fact it proudly announces in its marketing. Who could argue with ideal?

**T.G.I.F.F.**

→ Days like Small Business Saturday show the power of picking a date and promoting the heck out of it. But you don't have to wait until the holiday season to enjoy the potential boost to sales. Just about any day can work (although alliteration seems to help). Recently, we've seen a lot more stores doing "First Fridays" with special offers. The days get clients in the store and the sales team excited. Anything, after all, is an improvement on Normal Fridays.



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ON SALES STRATEGIES

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# ONE GOOD TURN

**EXCEED EXPECTATIONS AND THE SALES WILL TAKE CARE OF THEMSELVES.**

**You've heard of being a good Samaritan**, paying it forward, doing the unexpected, being better than others, changing one's life, and making memories?

In our industry, we have the opportunity to do these things almost every day. I wanted to share a story I heard from a client recently — we'll just call him "Scott" — and encourage you and your team to remember that our job is not really about selling diamonds and gold, it's really about making people happy and exceeding expectations. When you exceed expectations, the sales will take care of themselves.

On this particular day, Scott was standing in the "sweet spot" just inside the door ready to greet the next client coming in. A middle-aged lady walked in. He smiled and greeted her and noticed she was very sad. She said, "I'm here to get a new men's wedding band. I just buried my husband and I forgot to take his wedding band off." She started to cry. So did Scott.

They proceeded to the men's wedding bands (this store has a huge assortment with all price ranges), and she just stood there looking for a moment, not saying a word. Scott told her to pick one out, and she found one she loved — a ring retailing for about \$900. Scott said, "It's yours. You owe me nothing." Then the woman began to cry again, but this time, the tears held not only



sadness but gratitude as well.

Meanwhile, the woman's mother had been waiting in the car and decided to come in. She saw her daughter crying and thought the jeweler had said something that upset her. When Scott explained to her mother what had just happened, her mother was very

happy and her eyes started to well up, too. She told her daughter, "I knew we'd come to the right jewelry store!" While Scott was taking care of the wedding band, the mother started looking at diamond rings. She picked one out and bought it before she left.

In our business, sometimes

you forget about being an owner or a salesperson and you actually become a good Samaritan or a hero in someone else's eyes.

Being sympathetic to a client's needs and touching their feelings is the best you can be. You can go home and know that you did the right thing.

I'm sure this client and her mother are telling all their friends what Scott did. And guess who their jeweler's going to be forever?

P.S. — Owners, you should talk to your employees and figure out how to empower them in situations like this to do the right thing. It could be one of the best investments that you make in your business.

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