

TIPS
MARKETING

Customer Preservation

→ Nothing quite says the personal touch like home cooking. Valerie Jean Fairchild, owner of Fairchild and Co. in Santa Fe, NM, stays in touch with clients by sending them her peaches and apricot preserves in the weeks ahead of the holiday season. “Clients appreciate the genuine article of a home-made gift instead of a gift purchased from a catalog,” Fairchild says.

A Very Merry Main Street

→ A great shopping quarter is much more than the sum of its parts. Sheret Jewelers discovered that when it teamed up with the other merchants in Springville, NY, for what is now an annual holiday event called A Very Merry Main Street. “We were not expecting to be as busy as we were,” co-owner Elise Rose says. “People who normally may not stop in are often surprised at just how awesome our downtown is.”



Designer Q&As

→ The Squash Blossom in Vail, CO, believes the relationships it has been able to foster between its clients and the designers it represents has been a key to its success. To bolster those ties, it introduced a new column in its email newsletter called “How well do you know ...?” The spot features 10 Q&As with designers. “The response has been wonderful,” says owner Patrice Cogswell, adding that column “has extended our knowledge of them beyond the basic biographical information available anywhere” while providing information that is engaging and often surprising.



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.

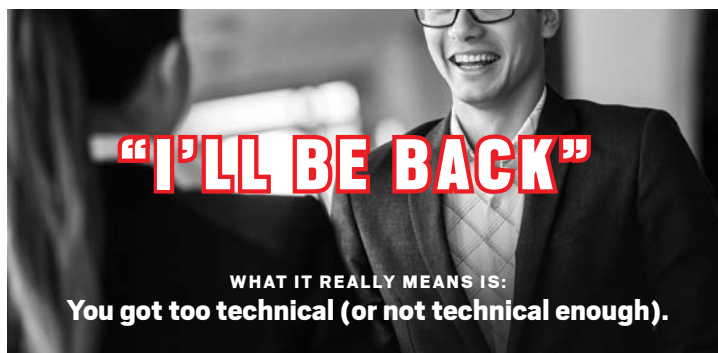
THE 3 BIGGEST OBJECTIONS YOU’LL HEAR

CUSTOMERS SPEAK IN CODE: UNDERSTAND IT TO CLOSE MORE SALES

Every jeweler recognizes these three often-heard objections, but do they know how to handle them? If not, the sale is dead. But if you listen for the hidden meaning behind these customer words, you’ll understand that they’re in your store to buy something, and they just need a little help from you. Here are the objections, followed by what these clients are really thinking.

- 1. “I’m just looking.” What it really means is:**
 - When I find it, I’m gonna buy it.
 - I’m shopping.
 - Help me find what I want.
 - The last place I was at, they let me “just look” right out the door.
 - Customer service is very important to me.
 - I want to become your personal client.
- 2. “This is the first place I’ve been.” What it really means is:**
 - I came to the best first.
 - Can you help me find this?
 - I’m in a hurry.
 - I just started looking.
 - I am a destination shopper on a mission.
 - This store always takes care of me.
 - I feel very important here.
 - My wife told me you have what she wanted.

→ I came here to buy and I don’t want to shop at any other place.



- I trust your shop.
 - I came here because of a referral.
 - I want to be closed.
- 3. “I’ll be back.” What it really means is:**
 - I’m not coming back. (93 percent of clients who say they’ll be back never come back; 50-70 percent buy within the first two hours after leaving your location.)
 - I was not closed.
 - You made the presentation about you, not me.
 - You got too technical (or not technical enough).
 - You did not ask me enough questions (sale-specific and/or relationship-building).
 - My objections were not handled.
 - You ignored me when I came in — or I felt pre-judged.
 - You lack the product knowledge

I needed to make a decision.
→ You didn’t close properly all the way through and reassure me about

- my purchase.
- You didn’t have what I wanted. (This is the only justifiable excuse.)
- You didn’t prove your product was worth it by using value-added statements.
- You didn’t listen to my real needs.

When clients leave your store empty-handed, they are probably thinking:

- 1)** There’s something wrong with it.
- 2)** You (the salesperson) didn’t seem to like their choice.
- 3)** You weren’t telling the truth.
- 4)** It was marked up too high.
- 5)** You were very unprofessional.
- 6)** You sold out of your own pocketbook, not mine.

These three objections are some of the easiest to handle if you do it correctly. In all of these cases, the client should have been team-sold. Remember: Clients buy the experience more than they buy the product. The better they are treated, the higher the closing ratio.

FRESH IDEAS TO BETTER YOUR BUSINESS