

**TIPS:  
MONEY**

**TEAMMATES**

→ Numerous studies have shown women prefer to work in teams, and men alone. But a new study from the National Bureau of Economic Research has found the cooperation gap between men and women disappeared with one small tweak: boosting the returns for excellent teamwork by just 10 percent. Want your team to do a better job on turnovers? You may need to adjust your commission strategy.

**TAX SCAMS**

→ Tax season is just ahead of us, which means tax-scam season also awaits. Don't be fooled. "If someone calls unexpectedly claiming to be from the IRS with aggressive threats if you don't pay immediately, it's a scam artist calling," IRS Commissioner John Koskinen said in a recent warning. "The first IRS contact with taxpayers is usually through the mail."



**GOOD HABITS**

→ Charles Duhigg wrote the book on habits (literally — it was the bestseller *The Power of Habit*). And one he keeps to steadfastly is to update a spreadsheet that contains all of his financial information on a weekly basis. "I know down to the last dollar how much money I have in my accounts," he told *Wealthsimple.com*. The reward is very little anxiety about money. "When people feel anxiety, it's usually about the unknown," he notes.

FRESH IDEAS TO BETTER YOUR BUSINESS



**Shane Decker**  
on Sales Strategies

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# DON'T SHOW AND TELL — SHOW AND SELL

It's not enough to educate the client. You have to reassure her as well.

**REMEMBER FIRST GRADE,**

when you brought your favorite toy to class for show-and-tell? You told your classmates all the things you loved about your toy. But they didn't have to love it. They didn't even have to pay attention. When you're selling jewelry, it's not enough to list all the things you like about a product. You've got to romance the product, reassure the client, and close all the way through your presentation. Only then will your client fall in love with your product and your store's buying experience. I call this "show and sell."

When you do a show-and-tell presentation, you may have educated the client, but education is not enough for most jewelry sales. In fact, some clients may not even want to be educated; they may simply need reassurance. Remember, many of the people you wait on cannot make up their minds.

**If a client leaves without buying, she is thinking one or more of these things:**

- Was something wrong with the item?
- Didn't the salesperson like the item?
- Was the item marked up too high?
- Was the salesperson telling me the truth?
- Did the salesperson pre-judge my buying ability?



When she leaves thinking any of these things, that means you didn't "show and sell."

The best way to preserve client loyalty is to professionally close the sale. Clients are happy when they leave with a bag and give us money. Sales associates that do show-and-tell presentations may not know how to close, or they may feel that if you close, you have to be pushy (which is wrong). So, some salespeople are great teachers, but they're not awesome closers.

In previous articles, we've talked about which sales profiles use which types of closes. All salespeople have to sell profile-correct. *If it's uncomfortable for you to say it, it's uncomfortable for the client to hear it.* All of you who are uncomfortable closing or don't know how or what to say should write 10 closes each night before

bed — it only takes 10-15 minutes. You will learn quickly what you can or cannot say.

A show and sell presentation has reassurance closes all the way through it. Reassurance closes are not pushy; they're easy to say and easy to listen to. You can become so good at these that the client doesn't even realize you're closing, but her confidence goes up and the close at the end is professional and easy.

Train yourself to recognize when the 30-second window is open; it's that short window of time when the client has made up her mind that she's going to buy your product. She'll give you certain body language clues. She's not always going to come out and say she's going to buy it; she's waiting for you to tell her politely to do so. Listen and watch, and be ready to professionally close the sale.