

SALES TRUTHS

MEN CARE ABOUT WHAT THEY CARE ABOUT

Why it is true: Whether it's an anniversary gift or an engagement ring, men are in your store looking for a "solution." They don't care about what you sell ... they care about what they will get from what you sell!

Plan of action: Before showing anything, ask questions that reflect your genuine concern for their expressed needs, such as: "How do you plan to propose?" "What have you surprised her with in the past?" or even "How big is that doghouse?" Listen intently to their response, involve them in a practical male conversation, then make your suggestions for a valuable solution. — *Dave Richardson*

WHAT I LEARNED



KEY LESSON: YOU'RE PART OF THE FAMILY

→ The journey through thousands of clients and an amazing amount of fabulous jewels has taught me what is most important in life. It is the family unit. Most of our work revolves around family: birthdays, rites of passage, weddings, anniversaries and deaths. I get to witness all of the milestones and help to commemorate them. Every time I provide a gift, I know how important it is to this family unit, and I learn a little bit more about what is necessary to maintain that sacred bond. I sometimes feel we provide some of the glue that helps to keep families together. — *Robby Packer, Renaissance Jewelers, Gainesville, FL*



Shane Decker on Sales

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22 TIPS FOR HAPPY HOLIDAY SELLING

Taking care of the tiniest details during your busy season can yield big results.

DURING THE HOLIDAY SEASON, you need to stay aware of what's happening on the showroom floor. Who's waiting on whom? What's happening with each client? Does a salesperson need an assist? And so on. Remember, the experience delivered is more important than the product purchased. Here's a checklist of things to remember during the busiest of times:

1. The sweet spot must be covered at all times by someone ready to greet clients. (The "sweet spot" is 15 feet inside your door to the customer's right as they walk in.)
2. Be sure everyone is greeted, smiled at, acknowledged and spoken to within the first 5 seconds of entering your store.
3. Ask, "How many others are on your list?" after the first item is purchased. The average Christmas shopper buys 15 to 20 gifts. Why should he only buy one from you?
4. Wow everyone. Show everyone a diamond over a carat before he leaves, after everything else is done. Clients buy on impulse all the time, just as you do. They're easy to show and easy to sell. Start at \$5,995; this is an easy number to close. And you're planting seeds. Say "Guess what's in the vault?" or "Gotta show you my favorite." Christmas is a great time to start wowing if you never have before.
5. Get plenty of sleep.
6. Come in with a great attitude. If your attitude sucks, stay home.

7. Have fun. The client wants to have fun as well, so you should too.
8. Team-sell. Help others succeed when they're with clients. Assist if needed. Help close if needed. Be supportive if needed.
9. Have water, Coke, coffee, cinnamon rolls and cookies for customers. Make it feel like home. The longer they stay, the more they spend.
10. Make sure all showcases and tools are organized every morning, and check this often every day. Nothing looks worse during a presentation than you running around like a chicken with your head cut off looking for something. If you get it out, put it back where you got it.
11. Make sure the inside of the showcases is vacuumed and the glass inside the cases is clean.
12. Polish all jewelry before the rush starts.
13. If the price tags are old, replace them. No one wants to buy old-looking jewelry that hasn't sold.
14. Have sales contests the last 10 days before Christmas, like "Pass the \$20." This means that whoever has the biggest sale of the day goes home with the \$20 bill. Or maybe every day the owner picks a different item that must be sold, and whoever sells it gets \$50. Or who-

- ever has the most add-ons.
16. If your store has a dress-down policy, dress up for the holidays. Being dressed up can help improve your closing ratio.
17. Make sure the store looks like Christmas, even if you don't personally celebrate the season. The clients coming in do.
18. Replace burned out light bulbs, LEDs and overhead lamps. Jewelry always looks better when it is lit properly.
19. Don't do busy work while clients are in the store. Stay late if necessary.
20. Don't start putting jewelry in the vault when it's closing time if clients are in the store. They will feel rushed.
21. Have a 15-minute meeting every morning to talk about the success of yesterday's sales and set goals for today.
22. Do not promise repairs or appraisals until after Christmas. Stay motivated to sell and let clients know there will be plenty of time for repairs afterwards.

15 COME IN AND CLEAN EARLY EVERY MORNING. VACUUM FLOORS. REMOVE TRASH. BE SURE THE COFFEE MAKER IS STOCKED AND RUNNING.

