

24 SALES MEETING TOPICS FOR THE NEW YEAR

PERFECT PRACTICE EVERY OTHER WEEK WITH YOUR SALES TEAM CAN LEAD TO NEW HEIGHTS FOR YOUR BUSINESS

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FOR MORE ABOUT EACH SALES TOPIC, READ SHANE'S COLUMNS ONLINE AT instr.us/decker

WHEN IT COMES TO SUCCESS as a retail jeweler, it all starts in the front. Your salespeople are your ambassadors to the world. And yet, many store owners still neglect to train their employees.

In 2017, commit to holding at least one sales meeting every other week, allowing enough time for learning and role-playing. Here is a list of 24 sales meeting topics for the new year.

- 1 **The greeting** — every client should be smiled at, greeted and spoken to within five seconds
- 2 **Product knowledge** — the knowledge of all products you carry, including branded jewelry and timepieces
- 3 **GIA knowledge** — the knowledge of diamonds, colored gemstones and precious metals
- 4 **Romancing the sale** — using value-added statements and romancing the beauty of the item and the reason the client came in
- 5 **Asking relationship- and selling-specific questions** — the more you get the client to talk and the more you listen, the higher the closing ratio
- 6 **Handling objections** — maintaining price integrity and being decisive; objections must be handled with speed and accuracy
- 7 **Team selling and T.O.'s** — having the right salesperson in front of the client
- 8 **Selling company benefits** — the reasons to buy from your company, like service and quality
- 9 **Using the eight types of closes** and closing all the way through the presentation
- 10 **How to sell with technical information** when needed — make sure that the client doesn't know more about the product than the

salesperson

11 **Store floor awareness** — who's waiting on whom, is the sweet spot covered, is anyone stranded?

12 **Flawless execution of the basics** — security rules, filling out job envelopes, and so on.

13 **Proper follow-up in clienteling** (An essential skill for any salesperson.)

14 **Being organized during a presentation** — don't walk away and leave the client unattended

15 **Add-ons** — step-up, matching, and service counter additions

16 **The 30-second window** - how to time your close

17 **Sales profiles** — knowing each salesperson's profile and understanding how to get the right person in front of a client

18 **Understanding how to sell to millennials** — young men buy peace of mind and freedom from risk (lab reports, guarantees, trade-in policies); young ladies buy style, fashion and sentiment

19 **Knowing how to wow clients** and the five reasons to do so

20 **The three types of sales presentations** — the coconut, the clerk and the created sale

21 **The difference between a technical and a mechanical presentation**

22 **When and how to discuss price** and knowing the price rules of your store

23 **Price negotiation** - the correct way to do so while maintaining profitability

24 **How to follow up on all repairs** (Big service opportunities here.)

If you're a salesperson and you don't get something on the first try, don't give up: Continue to work on self-improvement. Many times, we give up too early and fall back on old bad habits. If you're going to perfect your skill, it takes practice. So I don't want you to just try it — I want you to do it over and over until you get it.

Sometimes, people try to fail because they do not want to change. But if you don't like change, you're going to hate extinction!

ASK INSTORE

I want to celebrate our democracy like everyone else when the new president is sworn in, but my wife wants us to keep a low profile. Is waving the flag on Facebook really such a bad idea?

In this instance, yes, because the election was so divisive. While you may not have too



don't share your views. That's potentially a big slice of your

many friends who didn't vote the same way as you did, more than 60 million Americans

market who think your political preferences are bewildering and possibly threatening to their way of life. We've already seen industry figures fighting it out on Facebook, cancelling orders and threatening never to do business again. Politicians seem to have the ability to trade nasty insults and then work

together. Customers are rarely so forgiving. When there's nothing to be gained and much to be lost, the prudent thing to do is resist the urge to share your political opinion on Facebook. Tone down what you say to your staff. Smile and look agreeable to whatever customers may say.

How do you know an online review is sincere?

We'll assume you're asking because you suspect a rival is padding their Yelp page, *not* because you'd ever consider doing anything so unethical (and illegal in some states).

Based on Yelp's own data-driven research, fake reviews