

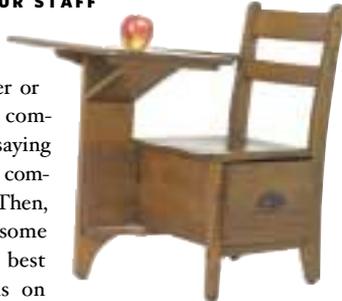
HOW TO

STRATEGIES FOR BUSINESS

START A TRAINING PROGRAM

TIRED OF YOUR STAFF

punching the wrong keys on the cash register or responding to complaints by saying "Hey, that's the company policy"? Then, it's time for some training. The best programs focus on



real and immediate needs and help teach through a range of different activities — ranging from memorization to case studies to role-playing. Kate Petersen of Performance Concepts offers some important tips to remember that will help make your adventures in training both productive and worthwhile:

1 DEVELOP A PLAN. Look carefully at your existing staff and your store's most pressing training needs. Start with your customers and their experience. What do your associates need to know or need to be able to do to create the level of experience your brand promises to your customers?

2 FIND THE RIGHT MATERIALS. The less time you need to devote to preparation for your training meetings and programs, the more likely it is that they will, in fact, get done. Choose topics that are relevant to your needs and formats that are easy to use and that serve your objectives. For example — with regard to product knowledge, are you more concerned with your associates knowing about the product or with them knowing how to sell your product?

3 SHARE THE WORK. Put all store associates on a rotating schedule, asking them to research topics important to your business and to report the results of their research back to the group in the context of your meeting. In addition to facilitating their learning, their analysis will lead to real learning for your associates and perhaps some logical changes for your store!

4 GET ALL INVOLVED. Actively involve all associates in training activities and discussions. Require participation in exercises such as displaying merchandise, writing sales slips, entering point-of-sale data or developing goal statements. Invite and insist on participation in conversations that explain, clarify and give rise to new ideas.

Remember: the more ways in which you deliver information, and the more involved your associates are in their own learning, the better each individual's level of retention — and satisfaction — will be.

O N S A L E S

TO THE MOON



That guy in the t-shirt and ratty jeans might just be your next big sale, says Shane Decker. So don't blow it!

I DON'T LIKE to dress up on the week-ends. After wearing a suit and tie all week, I'm ready to let my hair down and take it easy. Ever do the same? I bet you have. Maybe you've even gone out shopping in a T-shirt and shorts. Why not? After all, you've got nothing to prove — you're a jewelry store owner! Now, how does it feel when you can tell a salesperson is judging you ... assuming that, because of the way you are dressed, you could never afford anything nice? Makes you want to pull out your pocketbook and smack 'em over the head with it, doesn't it?

Unfortunately, this happens *all the time*. And our industry is one of the worst offenders. Pre-judging and assuming are killing thousands of jewelry sales every day, all over the country. Pre-judging takes place when the salesperson categorizes the customer in their own mind, before they've even spoken. Thoughts run through the pre-judger's mind: "Look how he's dressed! He'll never buy anything." And so, the customer never even gets waited on. If anything, the salesperson says, "Look around, and if you see something you can't live without, let me know." Then,

they walk away. Quickly followed by the customer walking out.

Assuming takes place when the salesperson is waiting on the customer, but has already assumed the customer can't afford what they're looking at. This subconscious assumption causes the salesperson's presentation to become lackluster: he or she won't romance the sale enough, or close all the way through. The result? The customer leaves disappointed, whether or not they made a purchase.

Wealthy people want to be comfortable. They dress down ... at least once in a while. (And some of them a lot more than that.) And so many jewelry salespeople are underselling their customers' potential, it's costing them dollars not only at the point of sale, but in future sales as well. Underselling kills future sales, because customers want to go to a store that really *wows* them — in other words, that sells to their full potential. It's estimated that 50% of all customers are undersold.

Why does this happen? Because a lot of salespeople (and I mean a lot!) sell

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LINETIME

WHAT TO SAY AND WHEN TO SAY IT

You're in the midst of a negotiation with a supplier and they make a statement. Say this, frequently:

"Hmmm ..."

WHY? It's always beneficial to pause and think. Or to at least *appear* to pause and think. By not appearing too eager, you're more likely to win concessions.

Make them think that you're *thisclose* to agreeing to a deal. Remember, time is your tool. Price is theirs. So use your tool wisely.

SOURCE: Tom Chiarella, Esquire Magazine