

inyourstore

SELL MORE • SPEND LESS • MANAGE WISELY

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ASK INSTORE (ask@instoremag.com)

sales

When customers come in with gift certificates that they have either received as gifts or won from an in-store contest, they almost always want to spend the face-value of the gift certificate and nothing more. What can I do to salvage my gift certificate program?

Ah yes, it's the case of the client who won't spend a penny more. To help you squeeze a little bit of extra cash out of these tough customers, we turned to noted sales trainer and author Leonard Zell. Says Zell: "The problem that the jeweler's salespeople had was that the customer saw the lack of enthusiasm on their face as soon as the customer said or implied, 'I don't want to spend any additional money.'"

Zell's advice? "What is important is that his salespeople must accentuate their smile and enthusiasm at that time by agreeing with their customer by saying, 'Great!' or 'That's fine!' Then introduce yourself to personalize the sale and say, 'Mrs. Smith, tell me what you have in mind.' Now their customer is completely disarmed because they were not challenged, their name was used with a smile ... and their resistance is gone. Always show them their price range first. If the salesperson goes over that range, then they are waving a red flag in the customer's face. After showing one or two pieces of jewelry, then the salesperson can step the customer up and not have them feel offended. When quoting a price more than the store credit, the salesperson should say something like, 'This is \$200 — only \$50 more, and just *think* of the compliments.' Never end a sentence on a price, especially the full price, because if they do they will have their customer thinking only price. It all comes down to the first rule of Zelling — *always sell the same way you would like to be sold.*"

gemology

General remarks about gem treatments work during a sale pitch, but after the sale the customer is entitled to disclosure in a more formal way — especially to avoid any legal problems. How should I list such gem treatments on my sales invoices? > PAGE 31

ON SALES

higher power



Don't be shy ... bring out your best. Shane Decker offers four reasons you should show everyone a high-ticket item.

HAVE YOU EVER PULLED a member of your sales team aside to ask her why she didn't try to sell a more expensive piece? Perhaps you heard one of the following in response: "They don't want it." "They can't afford it." "They'll think I'm being pushy and never return." Fortunately for your salespeople, the high-ticket sale is not the kind of rare occurrence that only happens in a galaxy far, far away.

Remember the original *Star Wars*? Luke dreamed of leaving his home to become a hero, but when it came right down to it, he was afraid. Did Obi-Wan Kenobi decide Luke's farmboy appearance disqualified him? No. Did he believe Luke's nonsense about not wanting to leave home? No. Did he worry about being too pushy? Absolutely not. Obi-Wan handed Luke the light saber and let Luke's dreams and desires do the rest. So why not put a diamond in your customer's hands and see what happens? Whether you close the sale or not, there are four reasons why showing a high-ticket item will do wonders for your store over the long haul:

REASON #1: SILENT COMPLIMENT

By showing your customer a high-ticket item, you are assuming they can afford to buy it. There is no bigger compliment.

REASON #2: FREE ADVERTISING

How much do you spend each year on advertising? Every person who sees or hears your ads will have expectations of an incredible experience ... and it only takes 30 seconds to ensure they get it. Even better, it's absolutely free. As great as your merchandise may be, it can't jump out of the case. Bring your best stuff to them.

REASON #3: CUSTOMER EDUCATION

While there are certainly exceptions, the average Joe Public is far less familiar with jewelry than almost any other product he purchases. Most jewelers know this ... and yet, *only one in ten* educates the customer correctly. Showing a high-ticket item forces your salespeople to talk to the customer about what makes platinum special, or why the cut of a diamond is so important, or how a lab-grown emerald is different from a naturally-occurring one. By doing this, the customer's opinion of your store rises dramatically, and your odds of closing future sales with that customer go through the roof.

REASON #4: PERCEIVED AFFORDABILITY

There's a law of nature that it's absolutely critical you embrace: *everyone* who walks through your door wants an unbelievable piece of jewelry. Unfortunately, they may not believe they can afford it. How can you change that? *Get the jewelry in their hand.* In the showcase, that piece of jewelry is a distant dream, something they could never have. In their hand, it becomes real ... they begin to imagine themselves or their loved one wearing it. They imagine the reactions they'll receive. And, before you know it, they're putting something in *your* hand ... cash!

Like Obi-Wan Kenobi, legendary sales heroes are those who never cease to reach for the stars ... because once in a while, they'll actually pull one down!

Shane Decker has provided much sought-after sales training for more than 3,000 stores worldwide. He can be reached at 866-424-2472.