

LIFE MOVES PRETTY FAST ...
If you don't stop and look around once in a while,
you could miss it. — FERRIS BUELLER
(FERRIS BUELLER'S DAY OFF)

IN YOUR STORE

FRESH IDEAS TO
BETTER YOUR
BUSINESS

TIPS SALESFLOOR

Oscar Action!

Oscar strategy: As soon as the awards end, hit your favorite fashion websites to find out who wore what. In your showcases, place a photo or two of your favorite stars wearing a piece from a designer you carry. Mention your discoveries in an e-mail bulletin to your most fashion-conscious customers.



Bead Demo

Darlene Felton, owner of Felton Jewelers in Warrenton, VA, had a great idea for a bead event in early December, bringing in bead artist Christie Michalos-Kaniewski to get shoppers excited about the store's Italian glass bead jewelry. Sadly, heavy snowstorms killed attendance. We can only urge Darlene to keep up the good ideas.

Model Customers

Thinking of an event for young consumers? Take a tip from fashion retailer Topshop, whose New York store has a studio where a photographer snaps its young customers in their new clothes and allows them to post the pictures to their Facebook pages.



SHANE DECKER

COMMENT / ON SALES

Commissions That Work



Here are 9 rules to ensure your commissions **inspire** sales, not discontent.

Ever seen an adult act like a child? If not, try installing commission-based compensation without guidelines. You'll have your staff crying "It's not fair!" in no time.

Research tells us that stores that pay commission make more sales. But how can you gain the sales while avoiding the headaches?

Instate the following set of rules. Require each staff member to sign off on them, and enforce them vigorously.

Given the chance, you'll find your staff will become more productive and your customers will be even happier.

RULE 1: If you have a sales floor manager, his job is to help sales associates to close sales, *not* to

compete with the associates. Your salespeople should feel comfortable calling him in when they need help closing a sale. Put the salesperson's name on the ticket for purposes of commission, and compensate your sales floor manager based on overall productivity of the sales team.

RULE 2: Whoever waits on the client and closes the sale gets the commission. (For the only exception to this rule, see Rule 3.)

RULE 3: If a client walks in and asks for a particular salesperson who has helped him before, but the salesperson is out of the store, put that salesperson's name on the ticket once the sale is closed (no matter who waits on the client). *This is not a split.* Yes, you helped out your teammate this time, but they'll help you out next time. It all evens out in the end, and it encourages teamwork.

RULE 4: If it is a team sale, the sale is a split.

RULE 5: If it is a T.O. — that is, one salesperson needed to get out of the sales presentation because he didn't match personalities with the customer — it's a split.

RULE 6: If a salesperson is out of the store, and a client that he's waited on before does *not* ask for him when she comes in, the salesperson that waits on her and closes the sale gets the commission.

RULE 7: If a client comes in and doesn't ask for a salesperson, but he thinks she should have, he should not "make himself available" or do a walk-by to be seen. That's unprofessional and could kill the sale. If, when the sale is complete, the salesperson wants to walk over and say his pleasantries, he can, but *only* once the sale is finished.

RULE 8: If two sales associates argue over a client, that sale goes to the house.

RULE 9: Do not split hairs. Do not rewrite the rules and make it difficult. If you're fair and honest, everybody will win.

I sometimes hear salespeople say, "That's my client." I always reply, "Oh, is that person's name stamped on your forehead?"

The fact is, if a salesperson leaves his place of employment, only about 4 percent of his clientele, on average, will follow; 96 percent remain loyal to the store. Salespeople don't own clients. Clients can own salespeople, but not the other way around.

The better the leadership in your store, and the better your salespeople follow these commission rules, the better the teamwork will be on the floor. **IS**

Shane Decker has provided sales training for more than 3,000 stores worldwide. Contact him at (317) 535-8676 or at ex-sellence.com.

LINE TIME

THE 4Cs? That stands for confusing, confusing, confusing and, yes, confusing.

Focus on romancing the stone and provide lots of reassurance ("She's going to get so many compliments about this!") and easy parking. — SOURCE: DIANE WARGA ARIAS, DIAMOND PROMOTION SERVICE