

SHANE
DECKER
ON SALES



Shop Your Competition with a Checklist

IF YOU WANT to grade your competition, go shop them (or have someone else do it). When you leave their store, go back to your car, pull out this checklist, fill it out and see how well they did. This can also be a great tool to see how your own store is doing. In fact, before you leave on your shopping trip, complete the checklist for your store, and then see how you compare.

- Floor was covered when you opened the door.
- The "sweet spot" (at the left side of your store looking out, about 15 feet from the door) was covered.
- You were greeted within five seconds.
- They offered to clean and polish your personal jewelry.
- Dress code of staff was appropriate.
- Sales clerk introduced himself to you, asking for your name.
- You were offered coffee, cookie, refreshment of any kind.
- Sales clerk put a piece of merchandise in your hand.
- Sales clerk did a sales presentation on an item.
- Sales clerk asked relationship questions and gift-giving dates.
- Sales clerk closed all the way through presentation.
- Sales clerk closed at the end of presentation.
- Sales clerk did not walk away during your presentation.
- All objections were handled quickly and accurately.
- Sales clerk did not offer to negotiate on price before you inquired.
- Sales clerk handled merchandise with professionalism, handled loupe with ease, used case pad, held jewelry with respect.
- Security was not compromised in how clerk handled presentation.
- Colored gemstone and diamond displays were done well.
- Were price points of merchandise visible or concealed?
- Price points seemed to be fair.
- A turnover was used to try and close the sale.
- Sales clerk tried for an add-on sale.
- You were "wowed" with a high-ticket item.
- You were walked to the door, thanked and told goodbye.
- You received a business card.
- Sales clerk asked you for contact information to do follow-up.
- You were not alone on the sales floor with the clerk.
- There was appropriate music playing on the sales floor.
- Another associate was not uncomfortably nearby.
- The store had a pleasant odor.
- The perimeter outside the store was clean and pleasant.
- The cases were clean and orderly and merchandise displayed well.
- There was candy or mints out on counter tops. **15**

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



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