



**SHANE DECKER ON SALES STRATEGIES**

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# SERVICE: A COMPANY'S HEARTBEAT

HOW YOU HANDLE A SIMPLE REPAIR SAYS A LOT ABOUT YOUR STORE

**W**hen a client comes in for a repair, she is giving you something that is valuable and has great meaning to her. So how do you think she feels when one of these things happen:

- The repair is late
- The repair is not done correctly
- You call for her to pick it up, but when she arrives, you can't find it
- The client arrives to pick it up on the day you told her it would be done, but it's not ready

How often do any of these things happen in your store? Two or three times out of a hundred is too many. And never say what I heard a young salesperson say a couple of weeks ago when she couldn't find a customer's repair: "Are you sure you left it at this store?" Obviously, someone filed it in the wrong place, or it's still on the jeweler's bench, or the repair isn't even done!

A retailer I work with was often disappointing his repair customers. Each day, more than one client would come in to find out a repair wasn't done. The salespeople were

*A.J. SAYS: "84% of independent jewelers have an in-store repair shop." (2011 Big Survey)*



getting tired of taking excuses back to the clients from the jeweler. The jeweler had seven days from the time it came in to get each repair done, but simple repairs still were not finished on time. This is what we did to fix the problem:

- 1 The jeweler had to come out and tell the client why he didn't have the job done, not the salesperson. Obviously, the jeweler had

to wear professional attire.

- 2 The jeweler had to do the job that day and finish it, even if he had to stay late.
- 3 That night, the jeweler had to take the repair to the client's home.
- 4 The jeweler didn't get paid for that job.

Guess what? We don't have late repairs at that store anymore!

If your client's repair is not done on time, do you think she wants to buy something from you? If you look like an idiot because you can't find a repair, do you think she trusts your ability to take care of a large purchase? Breaking your word — and a lack of organization — are both sale killers.

Your shop can be awesome, and you can build sales from your shop. Or, your shop can be a sale killer. Which do you want?



## FRESH IDEAS TO BETTER YOUR BUSINESS

### TIPS → GENERAL

#### → MENTION THE COMPETITION

When applying for a business loan at a bank, it's important to show that you have a thorough knowledge of the industry and have spent time thinking about the competitive landscape, says celebrated entrepreneur Richard Branson. Writing in *Business Review Weekly*, he says: "If a bank or other investor is looking at your business, then they've probably looked at your competitors as well. Show you understand your competition and irreverently explain why your business will do better. Don't be overly negative. At best you'll seem humorless and self-important and at worst like you don't take your competitors seriously enough."

#### → SPEAK, WAIT, LISTEN



Just about everybody believes they need to improve their speaking skills. Yet just about nobody wants to do the one thing that can help them improve fastest: to listen to recordings of their voices. Christy Fletcher, a spokesperson for QVC, advises you use this trick: Don't play the recording back immediately. "You must allow time to separate yourself from whatever you have recorded, so you can be more objective," she says in a column for eHow. "Record something. Wait a day. Then listen to your voice."

#### → AVERT ADVERT AVOIDANCE

4.6 billion. That's how many times American's *voluntarily* chose to watch online video advertising last year. The secret of course to be entertaining (and include a cat if possible). In addition, video campaigns that build suspense (like those launched prior to the Super Bowl) generated 600 percent more views in 2012.

## WOULDA COULDA SHOULD A

WHAT YOU'D HAVE SAID TO THAT RUDE CUSTOMER... IF ONLY YOU'D THOUGHT OF IT FASTER

Woulدا Couلدا Shoulداas are provided anonymously by INSTORE's Brain Squad

*"Oh my, yes! I have been eagerly awaiting the opportunity to make the watch you bought on the Internet fit your skinny wrist. Glad that you got here 15 minutes before I open."*

To the skinny-wristed woman knocking on your as-yet un-unlocked door with one hand, grasping onto an Amazon package with the other.