

SHANE
DECKER
ON SALES



Same-Side Selling

Quickly build rapport by crossing the **great divide**.

Are you a cashier, or a salesperson? If you answered “salesperson,” then get out from behind the showcase!

Jewelry retailing isn't like selling lollipops. These are meaningful items, crafted to stand the test of time, and selling them requires building meaningful relationships.

One of the best ways to put your customer at ease and begin such a relationship is to approach him from the same side of the showcase that he is on. It takes you out of a power position and puts you in a friendly position that creates trust. If you are able to install showcases in your store that have both sides open to the customer, so much the better! But even if you aren't, here are a few ways to put yourself on the same side of the showcase and thereby make the sales process a more personal interaction.

1 You're sitting in a diamond room, and you want to show the client the internal characteristics of the diamond. Walk around to his side of the table and put the diamond under the scope. Bring



it in clearly, turn the scope to him, and explain what he's seeing. At that point, you stay on the same side for the rest of the presentation.

2 You've reached an appropriate point in the conversation to offer your client refreshments. Ask another sales associate to get a refreshment for each of you (drink the same beverage as your client, unless he chooses wine or another alcoholic beverage). When the refreshments are brought, get on the same side of the case. Now you're discussing the jewelry in his hand and eating or drinking something together, which relaxes the client. That's powerful when you're selling \$10,000 items.

3 It's time for the close at the end of the presentation; walk around to the client's side. This makes it easier for him to open up about money. It's more personal, more private. Remember:

you want to become his friend, especially before you close.

4 You're asking another salesperson for an assist with product knowledge or modeling an item. When you call someone to assist, she should never be on the same side of the counter as you — she should always be on the same side as the client. If you're both on the opposite side of the counter, there's two people in a power position, and the client may feel he's being “ganged up on.”

5 You're team-selling a couple. (Note: The selling team should always be a man and a woman to match the couple). Whoever is making the majority of the presentation stays behind the counter, and the other person stays on the same side as the couple. The clients will feel like whoever walked around to their side is going to work more for them.

No matter which method you choose to put yourself on the client's side of the counter, be sure that when you do, you have all the tools you need. Once you're there, it's not good to have to walk back around the counter to get something else. Look organized.

Same-side selling will increase your closing ratio. Your customer will tell you more of his secrets, he'll stay longer (the longer he stays, the more he spends), and he'll feel that his relationship with you is better. That also bodes well for the long term! **1 5**

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.

SALES TRUTHS

A Great Value Deserves a Great Price

WHY IT'S TRUE: People walk through the door of your store shopping for a gift for someone or something for themselves. They choose your store rather than the one down the street because of their perception of your image and the great value you offer. Price: certainly it's important, but not the primary reason they just walked through the door. Many customers believe that in today's marketplace, they can certainly get you to give them a “better price.”

PLAN OF ACTION: Considering a \$3,000 anniversary gift, the customer says, “What's your best price?” Mentally pondering his question for a moment, you say, “My best price is \$3,500.” The customer will probably say, “Wait a minute, \$3,500! I asked for your best price.” You respond by saying, “\$3,500 is my best price ... \$3,000 is my great price!” You've just enhanced the value of the purchase and probably closed the sale. — DAVID RICHARDSON