

SHANE
DECKER

ON SALES STRATEGIES



to sell that to him. He will then tell you very quickly what he *does* want!

Reverse psychology salesmanship creates immediate conversation. It makes it easy to find out who the jewelry is for, as well as what the occasion is. This tactic allows you to professionally find out what the client wants without walking away — as most salespeople do — when he says “I’m just looking.”

The more attention you pay your client, giving him a silent compliment by showing him something drop-dead gorgeous like a 1- or 2-carat diamond, the more chance you will increase your closing ratio. The diamond was \$6,995 and the ruby earrings were \$1,595, so all of a sudden, the price of the earrings seems very affordable by comparison, even though he may have come in planning to spend less. So not only are you more certain to close the sale, but you’ve likely raised the ticket amount as well.

Your customer was wowed and closed, all in one moment. And if your customer is a man, he’s going to come back to see you because most men like to get in and out with the least time spent. He may even want to see the item that wowed him the first time.

Reverse psychology salesmanship creates a quick, easy connection with your customer that helps close the sale, and it’s a lot of fun too!

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.

FRESH IDEAS
TO BETTER YOUR
BUSINESS

TIPS
GENERAL



BEAT THE HEAT

Noticing more grouchy customers in your store? Blame the heat. Steve McNeill, the owner of Diamond Designs in Marion, IL, decided to try to cool things down by offering every person who walked in a bottle of ice water. Staff didn’t even ask, they just handed the bottles out. “It cools them down and makes them more comfortable to shop. But the key is to put your label on it for name recognition,” says McNeill, adding that Diamond Designs rolled out the bottles in just one morning by using stick-



ers they already had in stock for totes and large gift boxes. Next year he plans to get custom labels made up.

APP PRO QUO

Here’s an idea we got from Padapolis, the maker of a smart app called Catalog Spree, which allows shoppers to browse a digital version of a retailer’s catalog on their iPad. The call to action goes like this: “Download the New Catalog Shopping App for Your iPad.” And below it, in smaller text: “Don’t have an iPad? Enter our Facebook Photo Contest to win one!” We could see jewelers doing the same thing: Invite customers to view your catalog on their iPad. And if they don’t have one, offer them a chance to win one. Price of entry is to join the action on your Facebook page.

Reverse Psychology Salesmanship

CUT TO THE CHASE WITH THIS SURPRISING TACTIC.

MOST of the time, when a customer says “Just looking,” it’s an involuntary spoken reaction, a habit. So I like to play a fun game called “reverse psychology salesmanship.”

IT WORKS LIKE THIS:

When the customer says, “Just looking,” I’ll mirror his words and reply, “Well, just look at this!” This shows that I’m listening to him.

More important, as I say this, I’ll show him a large, brilliant loose diamond (at least 1 carat). I’ll put it into his hands (in the proper holder, of course). His reply will be something along these lines: “Wow! That’s beautiful, but the real reason I came in is, I want some ruby earrings.” And I’ll say, “Well, they’re right over here.” And I’ll put the diamond away and have the ruby earrings he wants in his hands so fast he doesn’t have time to blink.

When you show the customer something he doesn’t want, he’s obviously afraid you’re going to try

BRAINSTORM



The Right Bead

BEADNIKS, a small chain that specializes in beads, invites customers to take a seat at special worktables, where they can create jewelry from a stock of 10,000-odd beads. The beads are sorted by color, because the store has found people shop by color first. We suspect the concept of a “Bead-making Day” might work well at a jeweler. Allow clients to indulge their creativity and mix and match cheaper beads with expensive brand-name versions.