

SEEMS LIKE EVERYONE has New Year's resolutions: losing weight, exercising, or being a nicer person (the No. 1 resolution for 2018 — imagine that!). Smart jewelry store owners will set business resolutions, but a few thoughts before we start.

Jewelry stores are closing at an alarming rate even though the economy is improving. The stock market was up approximately 5,000 points last year. Housing sales are increasing, high-end cars are selling, people are spending more on expensive vacations, and unemployment is down. The average jewelry ticket was higher, clients had more money to spend this past Christmas, and now we need to keep this momentum. So what are you going to do to improve over 2017?

Here are eight actions you can take this year to do it:

1 Educate more. Millennials are very educated about our product, and they can't be allowed to know more about the product than your sales team. Too many sales associates have been working in a jewelry store for years but never educated them-

selves. Change that this year.

3 Have sales meetings weekly. Cover important topics like handling objections, selling company benefits, adding on, clienteling, and even greeting and walking the client to the door.

2 Track your closing ratios. This is even more important than inventory turn. You need to have sales meetings on the eight types of closes, how to use them and how to close all the way through. When your closing ratio goes up, inventory turn improves, profits improve,

SALES

NEW YEAR'S RESOLVE

To sell more in 2018, undertake these eight processes. / BY SHANE DECKER

and client loyalty goes up. Teach your team how to close; this is the biggest game changer and maybe the most important of all your New Year's resolutions.



4 Wow everyone who comes in.

I've talked about this until I'm blue in the face. You have to take a more professional advantage of every selling opportunity. Get a 1-carat diamond in everyone's hand who's waiting on a battery or repair. Clients buy on impulse all the time. And after they buy something, they don't shop for it later — impulse selling eliminates competition shopping.

5 Have an awesome attitude. Poor attitudes suck! If you have one, be a baby at home, not at work. It's not about getting your own way; it's about the client leaving happy. Concentrate on "we" work, not "I" work.

6 Bring passion and enthusiasm. Bring happiness every day. Be a team leader and motivator to others. Be glad when someone else has a large sale. Love your job and your career. Clients love it when someone is enthused about what they do. Closing ratios go up when sales associates are excited about doing their job.

7 Set goals. Your first sales goal is to do about 10 percent more sales than last year. Then make a stretch goal, maybe 20 percent more. Then the whopper: 30 percent more, with rewards for each level of success.

8 Team-sell everybody not sold. Let no client walk if there's ever a chance someone else can help close the sale.

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SALESTRUTH

DON'T FIGHT FIRE WITH FIRE

WHY IT IS TRUE: An irate customer or even an employee can quickly disrupt the professional activities in your store.

PLAN OF ACTION: Resist raising your voice. Move the upset individual from the showroom into your office. Close the door, ask them to please sit in a chair, and pull up a chair yourself. Rather than trying to compete with them with an argument, start by



asking serious open-ended questions. This will begin to get the individual sharing their anger. By leaning forward in your chair, you will convey your concern and sincerity. Maintain eye contact at all times. Rather than giving an ultimatum, provide them an opportunity to resolve the problem themselves. When the flame is extinguished, shake their hand and move on. daver@jewelrysalestraining.com

LINETIME

"I wish we could do that ..."

WHEN TO USE IT: With a customer who is trying to negotiate a better price or one who is asking for an unreasonable allowance for an error.

WHY? Instead of creating an adversarial scenario, these words actually compliment a customer for his intelligence. Do they always work? No. But they work frequently enough to remember.

RICK SEGEL, RETAIL BUSINESS FOR DUMMIES