

ALL THE MONEY you make starts with your sales manager. When it comes to earning, everything except a phone call starts at the front door.

Here are your sales manager's top priorities:

- 1.** Responsible for opening and closing the store, as well as knowing and teaching security rules and procedures.
- 2.** Should possess GIA knowledge of diamonds and gemstones.
- 3.** Responsible for sales growth, as well as net profit.
- 4.** Set weekly, monthly and yearly sales goals for each salesperson and the store.
- 5.** Conduct monthly reviews for each salesperson's performance.
- 6.** Maintain an "up system" or rotation so the "sweet spot" is always covered.
- 7.** Responsible for all absolutes (e.g., everyone is greeted within five seconds, everyone not sold is team-sold or T.O.'ed, sales team tries for add-on with every sale).
- 8.** Wow every customer. A client will forget what you say or what you do but they'll never forget how they're treated.
- 9.** Make sure every salesperson gets the client's preferred form of communication.
- 10.** Make sure each salesperson walks each client to the door.
- 11.** Be sure proper information is gathered for clienteling and follow-up.
- 12.** Track closing ratios and dis-

## SALES

# YOUR SALES FLOOR, MANAGED

To maximize your sales, you must first maximize your sales manager. / BY SHANE DECKER



floor with who's waiting on whom, do they need an assist, do they need a team-sell or T.O., and no salesperson is left stranded.

Success of the team with the owner.

**13.** Teach proper negotiating standards if your store negotiates.  
**14.** Work with the inventory manager on fast-selling items and old inventory.

**15.** Store floor cleanliness and neatness.  
**16.** Handle unhappy clients.  
**17.** Run weekly sales meetings.



ness.

- 21.** Set standards for corporate sales (if you do them).
- 22.** Set up replacement with insurance companies.
- 23.** Hire and fire all salespeople as necessary.
- 24.** Teach and set standards for professionalism
- 25.** They can walk in on a sale uninvited, but they don't put their name on the salesperson's ticket.

- 29.** Inventory case counts
- 30.** Organization of the sales floor (tools, pens, lab reports).
- 31.** Make sure case displays are changed periodically.
- 32.** Scheduling.
- 33.** Develop sales and incentive program for sales staff.
- 34.** Develop programs for client retention.
- 35.** Set up vendor training sessions.

A sales manager should earn a salary, but they can earn bonuses

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Make sure the team is trained on writing up repairs accurately and realizing every repair client is an opportunity.

- 19.** Train all new salespeople with the understanding that the learning curve in our industry is three years.
- 20.** Train one-on-one with all salespeople in their areas of weak-

- 26.** They promote recognition, accomplishment and jobs well done.
- 27.** They handle conflicts between team members.
- 28.** Monitor the sales team on the

based on net profit and increase in sales over year before. They should not have an office — the sales floor is their office.

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