

ON SALES

NO "I" IN TEAM

When salespeople work together, everyone wins — especially your client. / BY SHANE DECKER

DID YOU WATCH this year's Super Bowl? The team that won was not the team with the single best player. It was the team that had the best players playing together with one goal: to win.

In jewelry retail, some teams suffer because certain salespeople are not really part of the team. They think it is better if they are the only ones waiting on a client. They think it is better to let clients walk empty-handed than to team-sell and close the sale. In their mind, all of nothing is better than half of something. They are not treating the store like they own it.

This kind of salesperson costs companies a lot of money. They believe in entitlement and client ownership. Their motto is, "If I can't close a sale, nobody can."

Salespeople who create this every-person-for-himself atmosphere should be written up and either change their ways or be terminated.

The best way to create client loyalty is to close the sale. When you team-sell, the closing ratio goes up over 50 percent. I don't care whose name is on the ticket, but I care that there is one. You want the client to leave with a bag thinking, "Man, that team is awesome!"

All of you have clients you can close and others that someone else would be better working with. I've been all over the world and never seen anyone with a 100 percent closing ratio; they don't exist. Sometimes you need an assist, sometimes you need some-



one to go get something for you, but most of the time, it's a closing issue. All of us have clients that others can close better than you can.

When you team-sell, everyone wins. Number one, the client wins because they bought the item. Number two, the sales team wins; there's a commission to split. (What if you split 100 sales in a year? Add it up. That's a lot of dollars.) Number three, future clients win. What do I mean by that? Referrals will come in based on what your happy customer says about you. And that means more people get to experience the awesome teamwork that your staff provides.

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ONE-MINUTE MENTOR



MAKE IT A REAL VACATION

→ All those expensive shows that we are encouraged to attend are touted as "working vacations." My advice is to take a real vacation every year and get some downtime. Simply pick one good show to attend and save your money for inventory. I was a professional show-goer but always spent too much. I was always cash-poor and over-inventoried. Don't waste time and money at shows where you don't need to spend. **RITA WADE, WADE DESIGNS JEWELRY, ROCKY MOUNT, NC**

LINE TIME

"PLEASE SAVE ME FROM BUYING THIS FOR MYSELF."

WHEN TO SAY IT? When showing a favorite new piece to a favorite old customer.

WHY SAY IT? It's a fun way to share your enthusiasm for new jewelry while also implying the customer can afford this piece more than you can.

SOURCE: INSTORE



DUMBCRIMINALS

THICK AS THIEVES

We were the victim of a smash-and-grab. I had my cellphone in my suit coat jacket, so I took it out and videoed the whole thing going down. As soon as the robbers left, I actually ran out the door behind them to yell out descriptions of them, the car, license plate, etc. so that it was on video and we could simply replay it to get the details. Well, the getaway car thought my phone was a gun, so he went and left all three of the suspects. Long story short, this led to one of the guys in the store getting apprehended by authorities, leading to other arrests. One point for the good guys.

"Dumb Criminals" tales were provided anonymously to our 2017 Big Survey.

