

1. Always find out what they like and what they've already seen.
2. Make them feel very special. This is one of the most remembered days in the life of a bride.
3. Get them to sit; they'll stay longer.
4. Privacy is a must. Have your bridal department as far away from other areas as possible (right rear corner if your store will allow it).
5. If your clients are 50 years old or up, it could be a 30th anniversary or a second marriage. He is there for moral support. Make the presentation all about her.
6. If it's a millennial couple, you must give two presentations at the same time. He buys lab reports, diamond warranties, guarantees and company benefits. She buys style, fashion, sentiment and beauty.
7. Ask them if they've researched their purchase (more than 90 percent have). Remember that too much technical info can kill a sale, while none, if they've done research, can also kill a sale.

ON SALES

24 TIPS TO SELLING BRIDAL

Be well-prepared for your engagement ring customer and earn a client for life.

BY SHANE DECKER

8. Don't have calculators out on the counter. It takes the romance out of the presentation.
9. Use value-added statements to prove the integrity of your price.
10. Give them time to talk privately if needed. This keeps them from leaving.
11. Know how to close all the way through without being pushy.
12. Be able to handle all objections with speed and accuracy.
13. Know how to sell your services: ring sizing, appraisals, setting, clean-and-polishing, rhodium



- plating.
14. Know when and how to team-sell.
15. Sell on the same side of the case if possible.
16. Match age groups when possible. When the seller and buyer are close to the same age, the closing ratio goes up because of common experience and vocabulary.
17. Never talk about sex, religion or politics.
18. Never sell out of your own pocketbook. One-carats are

standard and many are buying 2-, 3- and 4-carat centers.

19. Never ask if they're on a budget. By asking the proper questions, you can find out what they want to spend.
20. Keep your bridal jewelry steam-cleaned and wiped off at all times. A fingerprint on a diamond is a sign of rejection.

21. Do not greet or talk to other clients while you're in a bridal presentation.

22. Offer to clean and polish the jewelry they're wearing. It helps keep them in the store longer and shows them how important the jewelry they're wearing is.
23. Ask to take a photo of the ring on her hand and if you can post it to your store's social media. Ask if she'd like you to text it to her.
24. Walk them to the door. Get the appropriate information so you can stay in touch and let them know how thankful you are that they came in.

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TRUETALES

VERY SPECIAL ORDER

→ I got a call from a husband in the middle of a nasty divorce telling me his soon-to-be ex was on her way to make us buy back the engagement ring and was threatening to kill us if we didn't. Imagine her surprise when she was met by the police. She said she wasn't really going to kill us, but she admitted to saying it and they took her away. A year later, the husband came in to buy an engagement ring for a new lady. He asked if we had a return policy. I said we did: "No Returns On Special Orders." And we were considering this very special! **CHUCK KUBA, IOWA DIAMOND, WEST DES MOINES, IA**



THE JEWELER / BY TIM SEARFOSS



Another customer returns from a cruise.