

14Kt Gold and Diamonds

HEIER

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I just wanted to let you know that your price book has changed our business completely. My staff uses it like a bible on take-ins. It certainly keeps the pricing fair from one job to another.  
 Kevin Hilderbrand: Hilderbrand Jewellers-Perryville, MD

David,  
 Your pricing book is one of the biggest reasons my business increased its gross by 40%.  
 Bob Staley: Bob Staley Jewellers-Corntown, GA

SHANE  
**DECKER**  
 ON SALES STRATEGIES

# Turnover Time

## KNOW WHEN TO LET SOMEONE ELSE CLOSE A SALE.

I wish I could tell you that I'd met a sales associate or owner who could wait on and close every customer he approached. Unfortunately, it just can't be done. There are too many different personalities, styles and differences of opinion for you to be a perfect match with every client.

You're going to have to T.O. a client now and then — but how do

you know when? The clues come from your customer.

### HERE ARE SOME OF THE SIGNS THAT IT'S TIME TO TURN OVER A SALE:

- 1 The client is looking at another salesperson. Maybe the customer knows the other salesperson but didn't ask for her when he came in, or this salesperson has waited on him before.
- 2 The client becomes silent. This could be a sign of being bored or even intimidated.



- 3 The client's eyes glaze over. This often happens when the salesperson is overly technical. This can also result in the client thinking that the salesperson hasn't been listening to him.
- 4 The client folds his arms, sighs, or pushes back. Chances are this

**WOULDA COULDA SHOULD** “No ma'am ... we're just here to help you with the purchases you made elsewhere.”

*(What you'd have said to that rude customer ... if only you'd thought of it faster)*

**TO THE CUSTOMER WHO ASKED:** “What? You charge for appraisals?”

Woulدا Couلدا Shoulداas are provided anonymously by INSTORE's Brain Squad.