



SHANE DECKER  
ON SALES  
STRATEGIES

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# THE WOW FACTOR

## IMPRESSING THE CLIENT STARTS WITH YOU.

**Jewelers are loading their stores** with killer inventory and spending thousands of dollars on advertising to bring people in. Yet, the national closing ratio is 23 to 27 percent in independently owned stores. A client may “ooh” and “aah” over your buildout and the size of your inventory, but unless the sales associate makes the effort to wow her, chances are she’s still leaving empty-handed.

Some clients come in for a large purchase, while others come in for service or information. And while they wait, they just twiddle their thumbs. If they say they’re “just looking,” nothing happens. If they make a small purchase, nothing happens. We have to take more professional advantage of every selling opportunity we have. Why are all these clients coming in? To give you money! But in most cases, they can’t tell one jewelry-selling

experience from another. They can stand and wait on a battery anywhere. What sets you apart? It’s not the store or the merchandise; it’s your trained staff — the people who can give the client an awesome experience.

What you need to do is add the wow factor.

While a customer is waiting for a repair or if she’s just made a small purchase, use a tool called a lead-in line. A lead-in line leads the client into the next presentation. It’s as easy as this:

- “Check this out!”
- “Guess what’s in the vault!”
- “Wait until you see what just came in!”
- “Gotta show you my favorite!”

Lead-in lines keep the client in your store longer. They also show her that you’re willing to spend more time with her. And, a lead-in line allows you to get a piece

of jewelry in her hand that she’s never held before. Remember, she doesn’t handle 1- and 2-carat diamonds every day like you do. It’s called “creating interest.” Here are five reasons why you must do this:

**[1]** It shows trust. When you hand a client a high-ticket item, it shows her that you trust her with your merchandise. It makes her feel good. And she will say “Wow!” because most people have never held a large loose diamond in their hands before.

**[2]** It’s a silent compliment. You’ve shown her that you believe that she can afford it without saying a word.

**[3]** It’s free advertising. Wowing a client costs you nothing but time. The longer she holds onto the diamond or jewelry, the more interested she is.

**[4]** You’re educating the client. She now knows that she doesn’t have to buy incredible diamonds or jewelry while she’s away on a cruise or somewhere else.

**[5]** She might buy it! When you think of it that way, it’s actually a financial risk *not* to show her the wow item. And, it creates momentum. If she thinks of buying a diamond later on, guess who she will think of? You.

I’ve said it before and I’ll say it again: Clients quit buying when you quit selling. And remember to wow smart. If she’s wearing a half-carat, show her a carat. If she’s wearing a carat, show her a 2-carat. Never wow to intimidate. But do wow everybody. (And don’t complicate something that’s so simple by overthinking it. Just do it.)



### TIPS: SALES



#### WOING SAME-SEX COUPLES

→ Before same-sex marriage gained ground, gay couples would typically shop together, looking for simple, gold bands, notes a recent story in the *Wall Street Journal*. Now just one partner is likely to come into the store, seeking more elaborate designs intended for a surprise proposal. Getting it right in terms of service can be tricky. “You really need to listen and understand your customers’ needs before you start making recommendations,” Jeffrey Bennett, who runs Tiffany & Co.’s Manhattan flagship store, told the paper.

#### THE DUMBEST QUESTION IN SALES

→ What is the dumbest question in sales? According to Jeffrey Gitomer, it’s “What will it take to get your business?” “It makes you a price seller rather than a value provider, and it makes you look like you need the sale rather than want to earn it and grow the relationship,” he writes in his latest best-seller, *21.5 Unbreakable Laws of Selling*.

#### THE SECRET TO GOOD SERVICE

→ Businesses need systems and, yes, employees need managers, but when it comes to providing great customer service, what workers really need is autonomy, says Micah Solomon, author of *High-Tech, High-Touch Customer Service*. Citing half a century of research, the *Forbes* blogger says: “Employees who are selected, oriented and reinforced properly, and who are surrounded by peers of the same caliber, will thrive when given significant autonomy. Otherwise, they’ll wither.”

FRESH IDEAS TO BETTER YOUR BUSINESS