



By Shane Decker

BUILDING THE PERFECT BEAST

THE IDEAL SALES TEAM IS ONE THAT KEEPS EACH OTHER – AND THE CLIENT – AT THE FOREFRONT



Shane Decker has provided sales training for more than 3,000 stores worldwide. Contact him at (719) 488-4077 or at ex-sellence.com.

IN 1936, Webster’s Dictionary gave us the perfect definition of teamwork: “Work done by a number of associates, all subordinating personal prominence to the efficiency of the whole.”

A successful jewelry store requires unselfish people working together to reach a common goal. And that goal is this: making sure the client leaves happy.

In order to achieve that goal, here are the questions that you and your sales team should always have in mind:

1. Is the sweet spot (10-15 feet inside the front door on the right) covered?
2. Is everyone greeted with a smile and acknowledgement within the first five seconds?
3. Do any of your sales associates need an assist to keep them organized and in front of the client?
4. Do any of your sales associates need someone to come in who has more product or gemological knowledge?
5. Does the sales associate need help closing the sale?
6. How does your sales floor look, feel and smell? Are the cases clean inside and out? Is the jewelry clean? Is all the trash taken out? Are the tags clean and new?
7. How do your displays look? Are the cases set up artfully?

Clients are very observant, and you never get a second chance to make a first impression.

Unfortunately, a lot of stores right now are running short-staffed in the sales area. This can be a major sale killer because they get busy doing other duties, which takes their focus off the sales floor. Not only that, but a lot of the duty work is done in the back, leaving the sales floor vacant.

For the client, walking in to a vacant floor can make them uneasy. They may open the door, realize they’re the only one there, and leave. Even when a sales associate does appear from the back, they may be distracted by the job they were doing in the back and find it difficult to refocus on the client.

What if there’s only one salesperson on the floor waiting on a client and a second client comes in? They can’t leave their client to walk to the back and get another salesperson to help.

They also don’t have anyone to bring them whatever they may need. If you have to leave the client to get something from the back and you take the diamond with you, you’ve told the client you don’t trust them. But if you leave the diamond, you make them nervous. They feel as though they have to guard the product.

There should always be at least two sales associates on the floor: one in the sweet spot to greet, and another associate doing sales floor work but watching to support the first salesperson. If a client enters and the sweet spot is covered, the sales associate in that position takes care of the client and the second salesperson goes into the sweet spot to greet the next client coming in. This also allows them to be there for an assist, a team-sell or T.O. if such is needed.

When something needs to be done, too many salespeople say, “That’s not my job.” My advice to you is, if you see something that needs to be done, do it – now.

Non-team players should be fired. They create dissension on the sales floor and are almost always poor communicators, which makes clients uncomfortable.

Practice teamwork by team selling and being a leader. When the client wins, the store wins and the team wins.

ASK INSTORE

How many times should I follow up with a client who is interested in an item but leaves without buying?

Three times, says sales trainer Shane Decker. For clients aged 20-34, send them a text before they get in their car. For those aged 35-49, send an



email the next day, and for 50 and up clients, phone them the next day. The subsequent two follow-ups can be made by any of those methods, based on what you know about the client. “All three follow-ups should be done very professionally with no push in your dialogue,” says Decker.

Should you charge to sort the jewelry from a family estate, and if so, how much?

Joseph Candella of Connecticut Gold Buyers, LLC (Wallingford, CT) says not to charge a penny. “I even write a very basic estimate/appraisal for the probate court at no charge. I don’t al-

ways see the items return, but I do now have lawyers and judges sending customers here on a regular basis. I get to see some beautiful antique pieces and coins and whatnot. I would say about 40 percent of the customers return to sell me the items. I make better margins on estate than just about anything else.”

ask@instoremag.com