

CELEBRITY ENCOUNTERS



YOU OUGHTA KNOW

MY PARTNER WAS serving Alanis Morissette, and at one point leaned over and said to her, “Has anyone ever told you that you look like Alanis Morissette?” To which AM leaned in and said, “Yes, because I am Alanis Morissette.” She was super sweet about it and my partner was mortified! But she got a sale out of her for one of our exclusive Canadian diamond pendants! **Nicole Shannon, Keir Fine Jewelry, Whistler, BC**

TRUE TALES



A LADY CAME to get a ring for her boyfriend’s penis. We suggested that it would not be a good idea to get one that does not open as that could end up being dangerous. We had to get an arthritic shank from Stuller and make one that opens and closes like a mini baby bangle. **Gene Arthur, Arthur’s Jewelry, Reidsville, NC**

SELL THE STAPLES

When a male client worries that his wife doesn’t like jewelry, sell him one of these four products.

Shane Decker
On Sales



This article is for the salesperson who has ever heard this statement: “She doesn’t like jewelry,” or “My wife doesn’t like anything I buy her.” (Do not reply, “Well, what the crap are you doing in here?” even though you’re probably thinking it!) The truth is that this client has never had anyone wait on him who had his wife’s best interests in mind. He may have previously purchased a low quality piece of jewelry elsewhere without knowing it. In reality, she probably told him “I don’t really like jewelry” to protect him from making a mistake again.

Your reply should be, “I’m so glad you came in and are giving jewelry another chance. Every woman likes jewelry when it’s the right jewelry.” After the engagement ring sale, there are particular items that every woman needs and wants that I call “the staples.” Too many salespeople don’t seem to understand this, but that’s where you start with this client. (If you don’t believe me, just ask your current clients about how their jewelry collections evolved!)

After the engagement ring sale, there are particular items that every woman needs and wants that I call “the staples.” Too many salespeople don’t seem to understand this, but that’s where you start with this client. (If you don’t believe me, just ask your current clients about how their jewelry collections evolved!)

These are “the staples” and here’s the order in which you should sell them:

1. Diamond studs – women do not return diamond studs. And by the way, the new standard is two carats total weight.

- 2. Diamond pendant**
- 3. Diamond bracelet**
- 4. The diamond right-hand fashion ring**

When a gentleman says she doesn’t like jewelry, listen and then ask, “Have you bought her the first piece of jewelry that a woman wants after her engagement ring?” He’ll say, “What is that?” Smile and say, “All women want a pair of diamond studs.” (Don’t assume he wants a small pair, either; he may have bought her a small pair of low-quality earrings and she didn’t like them!)

It’s quite possible that he’s never had anyone educate him on jewelry before. Explain to him that most women would rather own a few high quality pieces than lots of low quality pieces. If she’s already got studs, present the diamond pendant; if she’s got a pendant, show him the bracelet, etc.

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He needs reassurance that you will help him with his decision. Become his trusted professional jewelry shopper. He wants to buy jewelry, or he wouldn’t be in your store. Nothing says “I love you” like jewelry. So be proactive with this client and really listen to his needs and wants. Once she owns the entire set of diamond

jewelry, he’ll be a more confident jewelry buyer, and I doubt very much that he’ll still be saying, “She doesn’t really like jewelry”!

Change this client’s experience this year. Remember, his experience is more important than the product he purchases. The more professional you are and the better your attitude, the more he will become a person who wants to shop with you every time he comes in. Always be world-class friendly; you’ll win lifelong clients and awesome online reviews.

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