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IN YOUR STORE Columns

SELL SECURE

Secure sales techniques not only keep your jewelry safer, they make your clients happier.

Shane Decker On Sales



Throughout the year, I'm in jewelry stores all over the country, and one thing I've noticed is that many stores are packing up their jewelry and timepieces before they close. They start packing up at 5:30 when they close at 6. What if a client comes in at 5:50 because that's the only time he can make it, and everything is put away? You've just told him you don't want to wait on him. He'll go somewhere else and become a client there.

I've heard salespeople tell such a client, "Tell us what you want and we'll go get it out." But by that point, it's already too late. The client feels like he is being a bother or that your plans are more important than he is. (Not only is the practice of packing up early a sale killer, but your insurance carrier may have a problem with it as well. You've got your jewelry all boxed up and sitting on top of the counters for the bad guys to come in and take it out very easily.)

Some stores try to avoid killing the sale

by packing up areas where they don't think the client is looking. But this is silently telling the client, "Hurry up and get out so that we can finish packing up the area you're looking at."

Clients hate feeling rushed. They chose your store to purchase jewelry. If you're in that big of a hurry to get home every night, go get another job! Quit killing the client's experience.

“*Never have more than three items at once on the pad. Always put the item that interests the client in their hand..”*

Another problem I see often is what I call "over-showing." It's when salespeople have too many items out on the counter pad. This only confuses the client. It also makes it easier for someone to grab your inventory and run out the door. If you ask enough selling-specific questions, you can dial in quickly on what the client wants and concentrate on one or at most two items. Never have more than three items at once on the pad. But always put

the item that interests the client in their hand. It shows trust and gives them ownership.

One final security risk that I see is salespeople walking away from their clients. If you leave the merchandise out in front of them, you make them feel nervous. But if you take it with you, you're showing them

that you don't trust them. This is a sale killer. Always have someone to assist you to avoid either of these bad options.

Be sales-minded, but also be security minded. Practice store floor awareness. Be aware of other sales associates' needs. This will make your store more secure, and equally importantly, make your clients much happier with their experience.

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