

# GRICE

Showcase & Display Mfg., Inc.



**Celebrating 35 Years of Excellence**

Custom Designed Showcases

Layout ~ Design Consultations ~ Delivery ~ Installation  
Financing Available

800-474-2346



[www.griceshowcase.com](http://www.griceshowcase.com)  
Setting High Standards . . . and Meeting Them



## Solutions for all your pricing needs...

**Clear-Tail | Narrow-Tail | Matte Finish Poly-Lam Tags**



TT306C in Gold, Silver and White

**NEW!** TT306C has a clear, adhesive-free tail that will not interfere with your customer's buying experience.

**NEW!** TT369 matte finish available in all colors (same shape as above 306C, full color tail).

Poly-Lam tags provide superior print quality and durability... **text and bar code images will not rub off.**

**Time to re-order?**

**Check your supply now!**

Follow us on...



Building Positive Images for Business

**TT340 Matte and TT341 Gloss** for computer printing and handwriting.

**NEW!** TT380 Narrow-Tail has a 50% thinner tail than our original TT360.

**FREE | Catalog | Samples | Tech Support**  
Call **800-526-8353** or visit us at:  
**JCK Las Vegas | Booth 52033**

# CLOSE THE RIGHT PERSON

He needs to hear her say “yes” before he’ll feel confident to buy.

Shande Decker  
On Sales



**H**ow do you close a bridal or anniversary ring sale when you know that the woman is making the decision on the product, but the man is the one making the purchase? You have to make two presentations at the same time — one that delivers peace of mind and freedom from risk (for him), and one that delivers on style and sentiment (for her).

Let’s say you’ve gone through your presentation and sold cut, clarity, color and carat weight, and explained the lab report, and the man is satisfied with the diamond. The presentation is just getting started. The woman wants to look at different shapes, try it on, take pictures with it and wear it.

After you’ve built the relationship, ask selling-specific questions to both the man and the woman to find out exactly what they want. Eventually, you’ll know from conversation that the price is right, the diamond is correct and she loves the mounting. Now you’re in the 30-second window when it’s time to close the sale and the woman’s made up her mind. Sometimes you have to ask the wearer of the ring the proper questions so that

the purchaser of the ring can hear answers to give him self-confidence to buy. You use the woman to help close the man.

Make sure she is wearing the ring when you ask these questions, and that she’s looking at the ring during the conversation. He is going to hear a series of questions from you to which she will answer, “Yes.”

Do you love this ring? Yes.  
Would you want to wear this ring all day, every day forever? Yes.

Would you like to leave with this ring today? Yes.

Does it feel right? (If not we can size it.) Yes.

Is this the diamond of your dreams? Yes.

He has heard five yeses. Now you can look at him and say, “She’s found the ring and diamond of her dreams.” This keeps him from saying, “We need to leave and discuss this.” She’s made up her mind; this is the one she wants. Based on the answers she’s given, she wants to leave with it. My close here would be, “While we’re wrapping this up, how would you like to take care of this?” You should use a close that’s correct for your selling profile.

Quit closing the wrong person. Sometimes you have to close the wearer first to close the buyer.

CONTACT SHANE AT:  
[sdecker@ex-sell-ence.com](mailto:sdecker@ex-sell-ence.com)  
Read columnist bio on Page 84