



**What should I do to reinforce security measures at this time of year?**

Here's some advice from Jewelers Un-BLOCKed:

- Create obstacles. Use display cases and holiday décor to block thieves from running straight in and/or out of your store. All areas that contain valuable merchandise should be visible to both customers and staff. Avoid any blind spots.
- Stay under the radar. If you're planning a vacation, don't advertise your absence; refrain from posting vacation pictures until after you return. Posting while traveling makes your store, employees and even your home susceptible to invasions, crimes and thefts.
- Double and triple check seasonal employees. Even if they're temporary, you need to ensure that all employees are trustworthy. Don't forget to perform background and reference checks.
- Limit the number of pieces that can be

presented to a customer to between one and three pieces of jewelry or watches at a time, and post signage of this policy. If a customer complains, sales associates can point to the sign and mention it's store policy. Deter potential thieves from trying to take off with a stockpile of jewels.

- Keep store windows clear. A cluttered window blocks criminal activity from being seen outside.

**We're expecting to see a lot of old faces over the next few weeks. What should we do about aging inventory our customers may have seen before?**

- ▶ Stop fretting. Start polishing. "The majority of your customers don't remember your stock," says Dick Abbott, owner of the Edge POS software. "They may recognize a specific piece they have looked at previously, but the majority of it will look new to them, as long as it

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# GOING OUT IN STYLE

What you do after the sale is more important than anything else.

Shane Decker  
On Sales



**H**ow do you feel about a movie that ends poorly? No matter how good it was before then, a weak finish leaves you feeling dissatisfied.

Jewelry presentations are the same way. Clients tend to remember the first 30 seconds and the last 30 seconds more than the middle of your presentation. And yet, all too often after the purchase is made (or repair taken in), the salesperson turns and walks to the back, allowing the client to leave the store on their own.

The way out is as important as the way in. We have to treat the client as a guest who is coming into our home for one of the most important events of their lives. Not only that, but the client should feel even more important walking out than they did when they came into the store.

When everything is done, *always* walk the client to the door. Open the door for them, give them two of your business cards, and ask them to give one to a friend.

Even when you have other clients waiting for you, always walk each one out. Others will see this service and expect the same. Many times as you're walking the client out, they will stop and look into a case they didn't look into on the way in. This allows you to start another presentation, put something on a wish list, plant a seed for a later purchase or even put something on layaway.

Selling on the way out is easy. The client is now in a spending mood, and obvi-

ously they love you or they wouldn't have given you their money already. It also allows you to give suggestions about service and other events you have coming up.

Sometimes, the client may have other important things they want to talk about on the way to the door. They'll start by saying, "By the way..." This allows you to build rapport, get information that allows you to do more effective clienteling, and become even more of a friend.

So make the client feel that your store is the most awesome place to shop. Not just because of the merchandise, but because there is not any other place to shop in their area that compares to the professionalism, politeness and experience that your team delivers.

People get ho-hum service everywhere — but don't let it happen in your store. It's up to us to break the cycle. Make the exit even more awesome than the entrance. And remember: Always thank them for coming in!

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