

O N S A L E S

REPAIR REWARDS



Shane Decker offers ways to wow customers with super repair service.

[IF IT'S MORE important to you to make a customer than a sale, you may be missing out on golden opportunities every day — your repair customers.]

Think about it: Most stores have at least 10 repairs a day dropped off, and another 10 picked up. That's 20 repair customers in your store every day. They come to you for one reason: They trust you. Why not do everything you can to make sure they trust you with their other purchases in the future?

Here are a few ways that you can not only satisfy your repair customers, you can wow them.

ADD-ON

Chances are, if an item needs one repair, it needs more. If you give it to the jeweler, and he says it needs shank work in addition to a repaired prong, or a melee ruby needs replacing, you look like an idiot when you have to tell the customer you didn't notice it. Or worse, she thinks you're trying to pull a fast one on her.

Examine the item carefully and

note each needed repair *before* you hand it to your jeweler. Sure, it cost more, but your customer will be happier knowing everything that needed to be fixed got fixed.

FILE IT RIGHT

After a repair is quality-control checked, file it correctly. If the customer comes in to pick it up and sees everyone scrambling around trying to find it, she won't be impressed. Ensure your system for filing sales is straightforward, so that any salesperson can find it when the customer comes to pick it up.

CALL IF IT'S LATE

If the item's not going to be fixed on time, *don't* make the customer waste her time coming to the store to find out. Call and tell her that it won't be done on time, but that you will deliver it as soon as it's fixed the next day. She may be a little disap-

pointed at worst, but she'll be amazed that you're willing to take the time to drop it by.

FOLLOW UP

One week after they pick up their item, call or leave a message saying you wanted to check the repair was good, and there's no need to call back. Often, you will receive a call back from a customer who was so impressed with your call, she just had to let you know. Once in a while, you'll get a complaint. So, turn it into an opportunity. Tell her, "I'll come by and pick up your item, take it to my jeweler, and we'll get it fixed right. I'll then return it to you, at no charge." That kind of service doesn't go unnoticed, and it shows your integrity as a store.

If your repair customers get that kind of experience on a repair, they're going to be thinking, "Wow, imagine what they'll do if I actually come in and buy something!"

— SHANE DECKER

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SALES TRUTHS

9. Position yourself as an expert, *then* position your store.

WHY IT'S TRUE

When looking for a new car, I went to a dealership with a great reputation. But the salesman didn't seem to know much about the product. I left and bought a car from a real expert. Your store's image and reputation encourage prospects who are looking for a piece of jewelry to drop by. The perception is: This is a great store with diamond and jewelry experts. An expert does not immediately drop the four Cs or bore with technical knowledge.

PLAN OF ACTION

Greet the customer in your normal friendly manner. Ask the customer questions that encourage her to discuss the reason for being in your store. First position yourself as the expert in the area of her greatest defined need. Then position your store and its benefits to support your expertise and the needs, wants and passions of your customer.

— DAVE RICHARDSON

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ZEN JEWELER

FIND STRENGTH IN THE ABILITY TO CHANGE

GEORGE GERSHWIN WROTE great music. At the first rehearsal of *Rhapsody in Blue* in 1924, the clarinet player played the first notes of the piece as one, long, rising wail, even though Gershwin had written it as individual notes. Gershwin heard it, and immediately said it should be kept that way. He instantly recognized it would be better. He changed the opening of one

of the most famous musical pieces of the 20th century in, essentially, no time at all. Are you secure enough in your business to make changes? Gershwin was certain enough of his ability that he could allow others to improve on it. The ability to change is not a sign of weakness. Instead, it shows confidence. Somehow, we've turned that around. As Charles

Darwin said, "In the struggle for survival, the fittest win out at the expense of their rivals because they succeed in adapting themselves best to their environment." Well, I don't know. I think I'll stay here in the mud and let those other species develop an opposable thumb.

— JEFF MCCANDLESS

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