

Your customers  
**TRUST** your brand;  
*Don't lose that*  
**TRUST!**

ABSOLUTE BRILLIANCE is the only loose diamond manufacturer with an internet website that:

- Owns 100% of the diamonds it lists!
- No middleman - No outsourcing!
- G.I.A. and A.G.S. true grading --- NO SI3!
- G.I.A. Alumni Association and Registered Supplier of A.G.S.
- Consistently rated #1 in customer service for loose diamond suppliers!

ABSOLUTE BRILLIANCE, special order loose diamonds that you can **TRUST** and that your customers will continue to **TRUST**.

Visit us at the  
**JCK Las Vegas Show**  
**Booth# S-10329**



ABSOLUTE BRILLIANCE INC.®

Call us at 800-309-0040



IN YOUR STORE

SHANE  
**DECKER**  
 ON SALES



## Pitching Rotation

**WHO'S ON FIRST? THE MORE IMPORTANT QUESTION IS WHO'S ON THE SWEET SPOT?**

Every person who walks through your door should feel like it was an honor for you to get to wait on them. How many places have you gone where you felt like that? Not very many, I bet!

Your clients will decide in the first 30 seconds whether they're going to give you their money. How many times have you walked into a store, spun around and walked out because something wasn't right? It didn't take long for you to decide, did it? The No. 1 reason clients say they didn't buy (other than not being closed) was they couldn't get waited on.

One of the main culprits preventing extraordinary customer service is "busy work." Too many salespeople have so much busy work that they don't pay attention to the sales floor. When the client walks in and we have to greet them from the back of the store, or they literally have to look for someone to wait on them, you've failed at making that critical first impression. The first impression isn't based on the merchandise that the store has,



but rather on how we as professionals made the customer feel.

Our No. 1 priority is the client, and they need to feel that immediately. To be sure they do, you need a sales floor rotation policy to ensure the "sweet spot" is always covered (the sweet spot is located 10-15 feet from the front door on the right — never behind a showcase — as the client walks in the door).

Make a chart to keep track of who's covering the sweet spot. For example, John is first, Susan's second, Kathy's third, Michael's fourth, and so on. As soon as a client comes in, John greets and waits on her, and Susan goes to the sweet spot to take care of the next client coming in. That way, while John's with a client, he doesn't have to look away from the sale to greet the next client coming in — the sweet spot's covered. And, the person in the sweet spot is always ready to take a T.O., so no one gets stranded with a customer who's not a match for their selling profile. This procedure elevates teamwork, increases the closing ratio, and makes sure no client comes in without being welcomed, smiled at and spoken to within the first five seconds.

The more professional you are in the beginning, the easier and quicker it is to build the proper selling relationship and close the sale. **IS**

**SHANE DECKER** has provided sales training for over 3,000 stores worldwide. Contact him at (317) 535-8676 or at [ex-sell-ence.com](http://ex-sell-ence.com).

FRESH IDEAS TO  
 BETTER YOUR  
 BUSINESS



**TIPS**  
 SALES

### Track New Metrics

Two of the best *forward* indicators of selling success are what the pros call F2F and P2P, or face-to-face and phone-to-phone time. The correlation between E2E — e-mail to e-mail — and selling success is much weaker, so be sure your salespeople aren't substituting too much e-mail communication for the personal touch, especially now that it's so easy to stay in contact digitally, says Lenann Gardner, author of *Got Sales*.



### Remove the Bumps

Nothing cools the ardor of an online purchaser like the appearance of shipping fees just before they hit the "Confirm" button. Amazon.com has found a way around this sales killer with Amazon Prime, which for an annual fee of \$79, gives shoppers free, two-day shipping on more than 1 million items. To be sure, jewelers face different sales hurdles online. But the success of Amazon Prime underscores the importance of removing every tiny obstacle between "Buy it" and "Confirm."

### On the Floor

Retail consultant Kate Peterson recommends you do your sales candidate interviews right on the sales floor. "People should be able to pick up cues and be listening while everything else is going on," she says.