

## GRICE Showcase & Display Mfg., Inc.



Celebrating our "25th" Year Serving the Industry  
Custom • Standard • Stock Showcases  
Layout/Design • Delivery • Installation

Grice Showcase & Display Mfg., Inc.  
2323 Center Park Drive  
Charlotte, NC 28217  
704-423-8888 • 704-423-8899 (fax)  
www.griceshowcase.com



Setting High Standards...and Meeting Them



PROUD MEMBER OF  
LEADING JEWELERS GUILD  
FOR 17 YEARS!

ALBERT'S JEWELERS, Schererville, Indiana.

"Leading Jewelers Guild is one reason this company is still going strong after 102 years in business," said Fred Halpern (center) pictured with son Josh (left) and brother Charlie.



If you are looking for a powerful, strategic affiliation with other successful family-owned jewelers, call Jimmy West today.

LEADING JEWELERS GUILD, INC. SINCE 1958  
P. O. Box 64609 • Los Angeles, CA 90064 • (310) 820-3386

www.leadingjewelersguild.org USER NAME: jeweler • PASSWORD: trade  
CONSUMER WEBSITE: www.love-story.com

## SHANE DECKER



COMMENTARY / ON SALES

# Think Fast, Then React

➔ Analyze your presentation while the customer is still in front of you and **YOUR CLOSING RATIO WILL GO UP.**

**Y**ou've reached the end of your presentation. You think you've done everything right. But the customer must not agree, because you're not able to close the sale.

Think fast. You owe it to yourself, your store, and most important, your customer to take a hard look at what you've done, discern where you've fallen short, and try again to close the sale. Ask yourself this series of questions:

- Did I *thoroughly* romance the item being sold?
- Did I handle and close all of the customer's objections?
- Did I ask enough relationship questions and get to know the customer?
- Did I close properly throughout the presentation?
- Did I ask enough sale-specific questions?
- Did I get technical enough — or did I get too technical?
- Did I listen to the customer?
- Did I romance the reason they came in and make it a bigger deal than they thought it was?
- Did I cover all the points in the anatomy of the sale?
- Did I sell company benefits throughout the presentation to give people peace of mind and freedom from risk?

• Has the customer's experience been unforgettable?

• Does the customer have a chocolate chip cookie and cup of coffee in his hand?

• Am I the right sales associate for the customer's personality?

• Am I showing the customer what *he* wants, or what I want him to have?

• Did I get him to laugh?

• Did I discuss price at the right time and say it correctly (*never* say "thousands," "hundreds" or "dollars")?

• Was the item being sold in the client's hand or on his person during the presentation and when I told him the price?

• Did I offer a negotiation before one was needed?

• Did I exude professionalism, self confidence and product knowledge throughout the presentation?

If your answer to any of these questions is incorrect, it's time to redo that part of your presentation.

Learn how to analyze your own presentation, uncover what you've left out, and your closing ratio will go up.

*Shane Decker has provided sales training for more than 3,000 stores worldwide. Contact him at (317) 535-8676 or at ex-sell-ence.com.*

## WOULDA, COULDA, SHOULDA

REPLIES YOU WISH YOU COULD UTTER OUT  
LOUD IF ONLY YOU WEREN'T SUCH A NICE RETAILER

### "What? Do I look like an idiot?"

To the angry customer who came storming into the store demanding a free resizing because the ring she bought 16 years ago had shrunk.

— COLLECTED FROM BRAIN SQUAD MEMBERS