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LIFETIME GUARANTEE

IN YOUR STORE

SHANE
DECKER
ON SALES



How To Hire Right

Want to create a sales superstar? Start with the correct raw material.

Sales training is absolutely critical for any salesperson, but for the best results, you've got to start with someone who fits your organization and has the ability to sell jewelry. Many jewelers simply don't know what to look for in a new hire, and they make mistakes in the interviewing process. Here are some questions that can help you locate your next gem of a salesperson.

- ➔ Can you wow every customer?
- ➔ If I called people not on your resume, would they tell me you're a good team player?
- ➔ Do you try for an add-on on every sale you write up?
- ➔ Are you comfortable with your closing skill set?
- ➔ When you see something that needs to be done, do you do it or wait to be told to do it?

Tell me about your personal skills.

- ➔ Do you know how to write up repairs?
- ➔ Is the person I'm interviewing going to be the same one showing up to work in six

months?

- ➔ Will you take out the trash and clean the toilets?
- ➔ Are you passionate about what you do?
- ➔ Are you goal-minded?
- ➔ Are you competitive with yourself?
- ➔ Do you perform better when paid commission?
- ➔ How do you handle conflict?
- ➔ Are you good at follow-up: thank-you cards, phone calls, etc?
- ➔ Do you congratulate others when they've had a great sale or job well done?
- ➔ Will you help other salespeople close their sales?
- ➔ How do you handle stress on the sales floor?
- ➔ Are you more proactive or reactive?
- ➔ Are you singly focused or are you a multi-tasker?
- ➔ Do you motivate others?

Talk to me about your leadership skills.

- ➔ Do you study to improve your skill set?
- ➔ Have you given sales meetings? Do you enjoy doing them?
- ➔ Have you ever spoken in public?
- ➔ Are you involved in civic work?

- ➔ Can you sell high-ticket items?
- ➔ What's the place you've worked where you had the most fun? Why aren't you still there?
- ➔ Are you motivated by sales contests and bonuses?
- ➔ Are you a better salesperson or manager?
- ➔ Would you take a personality profile test to see where you would best fit in our organization?
- ➔ Is it an honor to wait on every client that comes in?
- ➔ Do you get mad when you have to write up a repair ticket and someone else is showing a diamond?
- ➔ Is this a job or a career?
- ➔ Do you want to own your own jewelry store someday?
- ➔ One of the last things I ask is: do you smile a lot?

Start interviewing better and hiring better; it's one of the biggest problems in the industry. **IS**

And 8 Things It's Illegal to Ask a Job Candidate

- 1 How old are you?
- 2 Are you married?
- 3 Are you a U.S. citizen?
- 4 Do you have any disabilities?
- 5 Do you take drugs, smoke or drink?
- 6 What religion do you practice?
- 7 What is your race?
- 8 Are you pregnant?

—investopedia.com

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.

LINE TIME

Have your salespeople ask, "Is this your first time visiting our store?" If the answer is yes, you can follow up with, "Let me show you around the different areas of the store." If the answer is no, you can ask, "Great, what brought you back today?"

WHY? Either way, you are beginning to fact-find and develop rapport. Not only is the customer now involved with you, but you have control of the conversation.