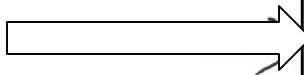


Races Horses



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“Races Horses”

- There are “mostly only 2 types of people in the world:

- Race Horses

&

- Workhorses



- Sales Staff

- Jewelers

Race Horses

- Race Horses like to sell, interact with people, “Get the money!” They love to win.
- Work horses like to get things done. Make jewelry, enter inventory, pay bills, call in orders.
- This is all about RACE HORSES!

2 Job Descriptions

- Sales Person:
- “To turn shoppers into buyers”



- Sales Manager/Owner
- “To increase the stores average sale”

Good Sales People

- All shapes & Sizes
- Some are shy, some are extremely outgoing.
- Just like going to dinner can be “entertainment”, *SHOPPING* is considered entertainment as well.
- That’s why they call it “Retail Therapy”
- People want to buy from friends.

We're on Stage

- Just like any other actor we must show our customer a good time, be polite all the while being a selling concierge. Wait on them as much as possible and use wonderful words with an award winning smile and attitude.
- 9-6, you're On Stage! "Its Showtime!"

Sales Staff Coat of Arms

- Customers want to be know you see them when they come into the store. Immediately say “Hello” to everyone.
- Actors don’t text or on the phone when they are on stage and neither shall you.
- Personal calls/check emails on break. Must be ready for our next big “ACT”.
- No unnecessary conversations w/our fellow actors. Guests get our “full attention”.

Sales Staff Coat of Arms

- Address customers, look into their eyes, never sideways or out the window.
- Given them a little time to browse.
- Offer your name almost immediately.
- Treat guests like dignitaries in your home.
- Offer drinks and the kids games & coloring books.

Sales Staff Coat of Arms

- Be a concierge to your “guests”.
- “Where is something?” Don’t point, escort.
- Never use “No problem”. 2 negatives & every other person uses it. What would a dignitary or butler say?
 - My pleasure
 - It’ll be my pleasure
 - You’re so kind to say that.
 - Thank you
 - “No” is not in your vocabulary.

Sales Staff Coat of Arms

- If you're going to do something for the customer and it's NOT company policy, or you are doing it begrudgingly or forced to, don't make it obvious that you're not happy about it. If you're going to give away your puppy, just as well make THEM feel good.
- "It's not normal for us to do this, but happy to accommodate you today."

Sales Staff Coat of Arms

- Gladly toot your own horn but don't shoot bullets at the competition.
- “I'm sure they're a good store, but I gotta tell you, even if I didn't work here, this is where I'd get my jewelry repaired/made/bought”
- So, what do you think of your store?

Sales Staff Coat of Arms

- Many sales staff have a hard time selling items that they can't personally afford.
- But its still your job to sell the products & services we have.
- Getting a customer to BUY your jewelry is not being pushy, especially if you know this really is the best place to shop. You're doing them a service.

Sales Staff Coat of Arms

- Treat customers when they leave as you do your friends at home.
- Thank them for visiting your store, hope to see you again and when appropriate, shake their hands. Even escort them to the front door.
- If fact when a customer needs to try on a necklace, YOU should place it on her on HER side of the showcase.

Sales Staff Coat of Arms

- Use humor
- Learn to mirror the customer's demeanor.
- Excuse yourself politely if you need to walk away and ask permission.
- Have a company signal if you want help or don't want any intrusion.

Answering The Phone

- Going to answer the phone should be handled the same way if you're going to a new neighbors house to welcome them in person.
- **MAYBE YOUR STORE: "Ring, ring"**
- "Smith Jewelers"



Answering The Phone

- OR: “Smith Jewelers, this is Angie, how may I help you today?”. Force yourself to smile.
- Always ask permission for the next action even if you don’t care. 😊
- “Would you mind if I place you on hold?”



Answering The Phone

- Keep track of calls on hold.
- Other employees in the store should be the same. If the call is for the bookkeeper or jeweler, they should say their name, not just “Hello” when they pick up.
- “Hi, this is Mary”

Tips on Selling

- Over 60% of customers will buy the middle priced item you show them. Whatever you want to sell, have something also less and more \$\$.
- If possible, sitting is better. The longer someone can be relaxed, the more time you have to tell your story.

Tips on Selling

- Sell with FABG's
- Features/Advantages/Benefits & Grabbers.
- Not everything in your store is beautiful. Be honest about some items. The best, highest earning waiters will say to their guests "That dish is not wonderful tonight"
- Now what you say that's "good", they will trust you.

Tips on Selling

- **FEATURE:**
Something conspicuous about the product.
- **ADVANTAGE:**
Answers the question “What is that feature so cool? More technical.
- **BENEFIT:** What it will do for the customer.
- **GRABBER:** Always asked with a question to get a yes:
“and you do want a watch that you can wear every day, *DON'T YOU?*”

NO!

- NO!
- I'll think about it
- I have to talk to someone.
- -----
- If we had to actually ask someone's permission, there would be a lot less children on the planet!
- *As men have found out, No doesn't necessary mean ABSOLUTELY NO!"*

NO!

- You are not required by law to respond to the customer by what they say.
- “No thanks, I think I’ll think about it.”
- What does that mean? Does “no thanks” mean the conversation is over? Does it mean the customer is ready to walk out?
- Are you ready to give them your business card and “have a nice day?”

NO!

- NO! and all of the other rejections also means:
 1. You haven't given me enough information, tell me more.
 2. I don't believe you.
 3. I bet I can find a better one or cheaper one.
 4. I don't have enough money but too embarrassed to tell you.
 5. I really don't like you, for a number of reasons.

WHEN CUSTOMER SAYS NO!

- Shane Decker suggests:
- Pause 3-5 seconds. Don't have a reactionary look on your face.
- Lean closer to them and WHISPER "I thought this was *perfect*?" "Any questions I didn't answer?"
- Two Comebacks: "Did you want a BIGGER ONE?" 😊
- 2nd (humor) "Did you want to pay in one dollar bills or put it on your credit card?"

WHEN CUSTOMER SAYS NO!

- Rather than discounting (which proves you were over priced to begin with) try two other good options:
- OPTIONS:
 1. Smaller stones, lower quality center stone, something like it but different.
 2. Rather than LOWERING the price, INCREASE what they get. Give them another item at a greatly reduced price or even for free. You still get the original dollars and your “discounted price” is now a lower percentage.
 3. One store gives the man on bridal sale football tickets or a WATCH for HIM. Couple gets married, women get everything, men get nothing! Do something for him.

Remember: Your job is to turn
shoppers into buyers:

I don't believe you.

Ignore that you *think* they are walking, most
people won't. Change your talk.

“You know, Bob over here is the one who
picked these for the store and he toured
the facility. Bob, this is Sally and she's
shown some interest in these earrings,
can you expound about the workmanship
of this piece?”

Remember: Your job is to turn
shoppers into buyers:

I bet I can find a better one or cheaper one.

You have to find out if they have shopped
around. ASK!

“Have you seen this in another store?”

(better than “have you been shopping?”)

Tell a story about a customer who went to

*“another store”, thought she saw the same
thing for less, came back & bought
because of.....*

Remember: Your job is to turn
shoppers into buyers:

I bet I can find a better one or cheaper one.

If they've shopped online, many stores get great success with going in the showroom, with the computer and both viewing the competitors website right there in the showroom.

Remember: Your job is to turn shoppers into buyers:

I don't have enough money but too I'm too embarrassed to tell you.

If you feel like price might be an object just ask "how's the price?" Simple.

Price is fixed by one of 3 ways:

1. Finding another item.
2. Offering financing
3. Write two numbers (range) on paper. Point "Which side of the spectrum would be better?"

Remember: Your job is to turn shoppers into buyers:

I really don't like you, for a number of reasons.

1. Can't sell everyone, turn them over.
2. If you don't "click", try someone else before they leave.
3. Introduce the new associate to (customer name), say wonderful things about them and say "excuse me, I need to see about a job due this afternoon" and walk away.
4. Check back from time to time.

Remember: Your job is to turn
shoppers into buyers:

Best sales people find they sell
AFTER the 3rd no.

Practice what to say with each NO.

“Did you ever think about.....?”

“Did you ever think about using our 90 days
same as cash? Its kind of like on TV,
sign and drive.”

“I'm just looking”

Give them a moment to browse.

Tell them your name, offer a beverage.

“Great, I'll check back with you shortly”

Don't immediately say “and our sale items are over here”.

Grab a “something”, walk past them and do a you turn.

If you can't sell them after all of this

- “Let's exchange cards”
- If they don't have a card, write their info down. Email important.
- Send card or email, thank them. Put in tickler file to contact them in 30 days.
- **NOW THIS:** There's a really good chance they will buy a piece of jewelry from SOMEONE in the next month, might as well be you! Keep in contact. No one else will! You'll stand out.

After the sale

- Send a thank you card to each and every customer. Including (yes) watch batteries & repairs.
- Ask every customer you can “What is the next piece of jewelry you want?”
- “When”
- Takes notes and contact that person.
- You are not intruding or telemarketing.

After the sale

- Women love it when cosmetic sales person or clothing person calls. You're the same.
- Men especially love a call.
- YOU THINK: "Oh no, I'm telemarketing. I hate when salesmen call me" (But you love it when the cosmetic person calls!)
- MEN THINK: "You know what my wife wants? I don't have to go store to store? Its almost guaranteed she'll love it because she chose it? OMG, Saturday night is guaranteed! Tell me more."

Celebrate!

- Celebrate your wins and successes.
- Analyze your non sales and what you could have done.
- Have other sales staff members listen to your presentation and give feedback later.
- Roll play in meetings.
- Have a great year! David Geller