



JEWELERS UPDATE

Volume 15 Issue 5

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Sales Caffeine Jolt

Fire up your computer and your employees

Jeffrey Gitomer is the author of *The New York Times* best sellers *The Sales Bible*, *The Little Red Book of Selling*, *The Little Black Book of Connections*, and *The Little Gold Book of YES! Attitude*. Jeffrey's books have appeared on best-seller lists more than 850 times and have sold millions of copies worldwide.

He also created TrainOne, founded in 1999, which has proven to be a global leader in providing courses in YES! Attitude, customer and employee loyalty, and sales training focused on customer buying motives.

Jewelers of America and the North Carolina Jewelers Association have partnered to bring a TrainOne webinar to you and your employees. You may view the live webinar from the comfort of your store or home computer, saving you travel time and cost.

TrainOne's Stephanie Melish will present "Becoming a Closer," to get you and your employees focused on closing sales and cross-

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2011/2012

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PRESIDENT'S MESSAGE

Happy Fall Ya'll!

Its amazing how fast time flies when your having fun! Right?? Aren't we all having a blast? If your not having fun in your store then you may need to be creative and come up with ways to motivate your sales people and most importantly yourself and Laugh A Little!

Have events, drawings, competitions, have an open house or ladies night out; anything to capture attention and entice customers to shop and buy. Now more than ever, we need to stand apart from the competition. We need to embrace our customers and make them feel good. And shower them with unsurpassed customer service!

I am thrilled about NCJA partnering with Jewelers of America to bring you and your employees a webinar this season. This one hour training arrives just in time for the holidays, Wednesday November 16th 8:30-9:30am. "Becoming a Closer" is limited to JA or NCJA members and the cost is \$10. Register now if you haven't already!

Your NCJA family is already working and planning for our 2012 Summer Convention. Please keep an eye out for the upcoming dates and information and if you haven't been to a convention or its been a long time since you have attended... you are missing a great weekend!

Happy Selling to ALL of you and I do wish you all peace, love and prosperity this Season!

Your President,

Tracey Love

Love's Jewelers
Brevard



Tracey Love
Love's Jewelry, Brevard

We have had one NCJA member call to report that he was being audited for US Patriot Act Compliance. If you have not already purchased a JVC PACK Compliance Kit, we recommend that you do so quickly. NCJA members receive a discount. Contact NCJA for details at 919-789-7979.



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Survey SAYS! on refunds

1-Most (75%) responded that they offer **ONLY** exchange or store credit.

2-Refund policies ranged from 14—30 days. **Eighty (80%)** percent responded 30 days.

3-Most stores did not require a receipt as their store technology enabled them to locate the purchase within their computer records.

4-Most stores did not charge a restocking fee. Of those who did, **20%** was the highest levied on returned layaways. One store levied a restocking fee for those customers without receipts.

Several written comments included a recommendation for stores to print the refund policy on the receipts as well as have it visible within the store prior to purchase. Another recommendation was to shop your local competition for comparison but ultimately to develop a policy that works for your store.



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NEED TO REACH 25-30 YEAR OLDS?

Contact a popular local bar or restaurant and work an arrangement to provide them with coasters. Have a marketing company print up coasters with your store contact information. Insert a fun and witty jewelry sayings, such as, "Rock Her World" with a photo of a diamond ring.

(Continued from page 1)

Congratulations to TraceyLove! Love's Jewelry was named 2011 Retailer of the Year by Transylvania County Economic Development

Have news to share? Call NCJA 919.789.7979



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Ralph Timmerman, Camelot Bridal Co.

selling during the holidays. Stephanie draws parallels from the success of Starbucks, dubbing herself a Double-Tall, Non-Fat, No-Whip Sales Barista of Sales!

Never attended a webinar? Following registration, you will receive login information. You follow the live presentation with the opportunity for interactive questions/answers.

To register for the webinar, visit www.ncjewelers.org. Cost is only \$10 per person. A registration form can be mailed or you may register by utilizing PayPal. Logins are limited and registration is open to any NCJA or JA member.

Register now to get fired up on sales caffeine!



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Greensboro: March 18-20, August 6-8, October 8-10, December 3-5

Virginia Beach: April 29- May 1



Please register at www.gtshows.com

Healthy Competition

Advanced Selling Technique 11

Reprinted with permission

By: Dave Richardson

Jewelry Sales Training International

www.JewelrySalesTraining.com

RUNNING A SUCCESSFUL CONTEST

Got some old merchandise you want to move? Or just want to stimulate some sales in general? A good contest supports a competitive nature among salespeople. Most contests, however, are less than successful because they are conducted improperly. Here are some tips for running a good contest:

1. Let everyone know clearly what the goal or objective is and what their role will be during the contest.
2. The contest must not go on indefinitely. Contests should not be any longer than 30 days. Beyond that, people will lose their interest and the contest will die.
3. Keep score. Place a chart in a prominent location in the back of the store and record each person's progress on a daily basis. This could be in the form of a graph or thermometer, anything that comparatively relates progress among salespeople.
4. Conduct a brief, five-minute meeting in front of this chart every morning just before opening the store. Give sincere recognition to those who are doing well. Look at them, shake their hands, and to those who aren't doing so well say, "C'mon, we're all in this. We've all got a chance to win."
5. When someone makes a sale, applaud them and make a big deal of it on the floor.

SURVEY

The Big Box stores are advertising lay-aways for the holiday season. With credit card fees at lofty highs, you may want to consider implementing a lay-away plan for customers.

**Are you offering layaway this year?
Did you offer layaway in last year?**

Email ncja@nc.rr.com



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Dues invoices are in the mail. Thank you in advance for your renewal!

The North Carolina Jewelers Association (NCJA) is a non-profit trade organization whose mission is to promote and protect the welfare of retail jewelers in our state. Please visit our website www.ncjewelers.org for more information or email us at ncja@nc.rr.com.

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