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Sales Professionals Strategy Meeting



Robert and Jayson Miller Fine Jewelry

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Paradigms

Old Paradigms:

1. _____
2. _____
3. _____

New Paradigms:

1. _____
2. _____
3. _____

Ideas from video that relate to my job/company:

1. _____
2. _____
3. _____
4. _____
5. _____

Going back to zero: _____

Paradigms:

1. Common _____
2. Useful _____
3. Your Paradigm – The Paradigm _____
4. Outsiders _____
5. Courageous _____
6. Change _____

Paradigms Currently in Our Business:

1. _____
2. _____
3. _____
4. _____
5. _____

Are You Selling What Your Customer is Really Buying?

Brand Importance

<u>Industry</u>	<u>Brand</u>	<u>What They Sell</u>
Hotel	_____	_____
Rental Car	_____	_____
Shipping	_____	_____
Video Rental	_____	_____
Sneakers	_____	_____
Luxury Watch	_____	_____
Fast Food	_____	_____
Elegant Writing Pens	_____	_____
Blue Jeans	_____	_____
Tissue	_____	_____
Adhesive Bandage	_____	_____
In-line Skates	_____	_____
Cereal	_____	_____
Photocopiers	_____	_____
Gourmet Coffee	_____	_____

What We Really Sell:

1. _____
2. _____
3. _____
4. _____
5. _____

Today's Jewelers Are Selling _____ AND _____!

Exceeding Customer Expectations

What makes our store very unique and different than any other jeweler?

1. _____
2. _____
3. _____
4. _____

Specific ways I can exceed the expectations of my customer:

What I Do Now

What I Can Do

- | | |
|-----------|-----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. _____ | 4. _____ |
| 5. _____ | 5. _____ |
| 6. _____ | 6. _____ |
| 7. _____ | 7. _____ |
| 8. _____ | 8. _____ |
| 9. _____ | 9. _____ |
| 10. _____ | 10. _____ |

Transactions vs Relationships

	Customers Who I Know	Spouse	What I Know About Them
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____
13.	_____	_____	_____
14.	_____	_____	_____
15.	_____	_____	_____
16.	_____	_____	_____
17.	_____	_____	_____
18.	_____	_____	_____
19.	_____	_____	_____
20.	_____	_____	_____
21.	_____	_____	_____
22.	_____	_____	_____

Something Very Special I Did For a Customer

Customer	Something Very Special I Have Done
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

Creating Quality & Value

Needs or wants your customers have:

1. _____
2. _____
3. _____
4. _____
5. _____

What you need to know about your customers before you can discuss a quality solution and exceed their expectations:

1. _____
2. _____
3. _____
4. _____
5. _____

Unique need development questions you can ask:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

How to Increase Your Bridal Business

Why People Buy: Price _____
Value _____
Other _____
Target _____

Why Men Buy Jewelry for Women:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Research shows . . .

1. _____
2. _____
3. _____

What People Value

- | Women | Men |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. _____ | 4. _____ |
| 5. _____ | 5. _____ |
| 6. _____ | 6. _____ |

The Importance of the Proposal of Marriage: Circle One

1	2	3	4	5	6	7	8	9	10
Mail It	Just Give It to Her	Say You Love Her	Bended Knee	Make It Very Special					

When Does a Woman Start Planning for Her Wedding? _____

Gifts Given *After* the Purchase of the Ring: _____

Gifts Given *Before* the Purchase of the Ring: _____

Planning for the Proposal _____

Who Will Train Men to Be Romantic? _____

The 4 C's for Men:

1. _____
2. _____
3. _____
4. _____

What Questions Can You Ask?

1. _____
2. _____
3. _____

The Romance Advisor:

The Bridal Picture Book _____

Romantic Story Contest _____

Free Publicity _____

BRAND – THE Romance Advisor

Six Magic Words to Say to a Man Buying a Gift for a Woman

What Do You Say Next? _____

How We Really Sell: Greeting

1. _____

2. _____

3. _____

Today's Jewelers Are Selling _____ AND _____!

Openings in the Past:

1. _____

2. _____

3. _____

Boy am I in the Doghouse!! _____

Selling What Your Customer is *Really* Buying: _____

The Way to a Man's Heart: _____

The Way to a Woman's Heart: _____

The Two Worst Words We Use Every Single Day:

_____ !

Five More Negative Words to Avoid:

NOTES: _____

Resolving Challenges & Objections

1. **Statement:** "I can buy it cheaper at XYZ store."

Question: _____

2. **Statement:** "I can buy it cheaper on the Internet."

Question: _____

3. **Statement:** "Boy, are they pushy at XYZ store!"

Question: _____

4. **Statement:** "What do you have in a one carat VVS F color diamond?"

Question: _____

5. **Statement:** "I'm just looking around. I have nothing in mind; it's her birthday."

Question: _____

6. **Statement:** "I want to trade this wedding set in -- what will you give me for it?"

Question: _____

7. **Statement:** "This is the first store we have been to . . . we need to look around."

Question: _____

Strategic Sales Plan™

Name _____ Date _____

Strategic Plan for _____ Goal _____

1. Number of times per day to show my diamond _____

2. Number of add-on sales to attempt every day _____

3. Number of business cards to hand out each day _____

4. _____

5. _____

6. _____

NOTES: _____

Add-On Sale

What is the benefit of the Add-On Sale? _____

Why do we do it? _____

What are the barriers to the Add-On Sale?

1. _____
2. _____
3. _____

Analyze the customer's buying mood:

1. _____
2. _____
3. _____

When do you suggest an Add-On? _____

What do you say?

1. **Customer just purchased a necklace.**

2. **Customer just purchased a watch.**

Once the Add-On Sale is complete, what do you do next? _____

Key words to use:

1. _____
2. _____
3. _____

How many Add-On Sales can you try for every day? _____

Buying Signals

Definition:

Verbal Signals

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Non-Verbal Signals

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Principles of Selling

1. Never quote a price to an unsold buyer.

2. People like to buy from people most like themselves.

3. People are more likely to listen when they are talking than when you are talking.

4. People learn and internalize their needs and wants when they describe them in depth.

5. People buy for two reasons – gain pleasure – overcome pain.

6. Problems, challenges, and stress (not verbalized) don't necessarily exist.

7. People are more likely to presume you to be more intelligent when they talk than when you talk.

8. The best person to sell your product or service is a satisfied customer.

Principles of Selling (cont.)

9. Look around at what other people do and don't do it – do it differently.

10. People will buy what they need from salespeople who understand what they want.

11. Don't be a mind reader.

12. Shut Up!!!

13. First position yourself as "the expert" – then position your product or service.

NOTES: _____
