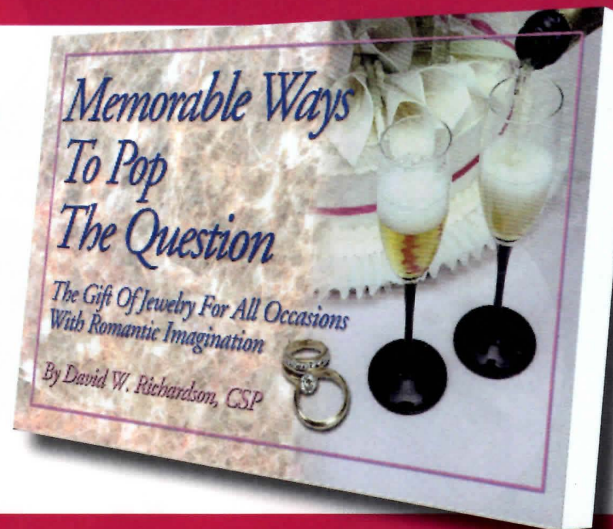


MEMORABLE WAYS TO POP THE QUESTION

BY: DAVID W. RICHARDSON

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About the Author: David W. Richardson, CSP, international award-winning professional business presenter, brings his 25 years of real world jewelry sales and management training experience to your members and aims his proven tactics, strategies, and best practices directly at their bottom line.

"*Memorable Ways to Pop the Question*" by David W. Richardson CSP, president of Jewelry Sales Training International, is a delightful book for jewelers who are constantly looking for creative ways to grow their business to men who are buying for women.

John Gray, author of "*Men Are From Mars, Women Are From Venus*" writes "*Memorable Ways to Pop the Question*" is a fun filled book with unique ideas for giving gifts and creating very special moments." Larry James, author of "*How to Really Love the One You're With*" writes "If you are romantically impaired, this book will get your creative juices going. It features a gourmet selection of amorous adventures in gift giving that will enrich your relationship!"

What makes this 128 page book unique is that it not only contains wonderful stories of how men created a romantic moment during a marriage proposal, but also stories of romantic gift presentations for Anniversaries, Birthdays, Valentine's Day, Christmas and even two Mother's Day stories!

A man walks into the store and says "I'm looking for an engagement ring." Early in the conversation, before actually showing him a diamond ring, the jeweler asks "how do you plan to propose." Typically the guy responds "gee, I never thought about it." The jeweler takes out the book and shares his favorite story with the gentleman. He then says "what I would like to do now is give you this book," at which time he gives the book, which has his store logo affixed to the inside front cover, to the gentleman. He now walks out of the store with a ring, a book, and an idea! Typically he and his fiancée return to the store to select their wedding bands, and the jeweler has a customer for life.

But what about the guy who doesn't make a favorable buying decision? After all this is the first store he has visited, and naturally he wants to "look around." To be fair he hands the book back to the jeweler. The jeweler can take the book, and will probably never

see that guy again. Several jewelers however recognize that this book represents a unique opportunity to re-capture this customer when he has finished his due diligence.

At this point the jeweler says, holding up two hands in front of himself, "the book is yours, please keep it. Buying a diamond engagement ring is certainly one of the most important decisions you will ever make, but the moment you are on your knee proposing marriage for a lifetime, is critical, would you agree? You can, of course, buy your engagement ring somewhere else, but she will remember how you proposed to her the rest of her life."

Continue by saying "most of guys don't realize it, but women begin dreaming about their proposal of marriage from the time they were seven years old! Keep the book, it's yours, just make the day you propose to her one she will never ever forget."

Jewelers report that certainly not all, but several of the men come back to the store and buy their engagement ring. Because the jeweler cared enough to genuinely help the guy with what was really important, the marriage proposal, he ultimately sold the ring, and of course the wedding bands.

Jewelers also use the book as a creative marketing tool. One jeweler went to a local beauty parlor, and gave a book each of the beauticians saying, "Give this book to the customer to read while she's sitting in the chair." Soon the customers began talking among themselves about the stories. Feeling good about themselves when leaving the beauty parlor, the women came into the jewelry store and bought something for themselves. One woman came into the store and exclaimed, "I have a brother who is getting married, and he is a real jerk, he could use this book!" The jeweler responded "well, we work with jerks too, what's his name?" She responded "Fred." Picking up the book, he wrote a personal message to Fred on the inside cover and said, "please give this book to Fred with my compliments." Fred came in the store several days later and purchased an engagement ring.

Jewelers who are investing in this unprecedented book enjoy exclusivity in their marketplace, and are discovering unique and even more creative uses for this highly original sales and marketing tool. **JBA**