

9 STEPS FOR SUCCESSFUL SALES

INTERNATIONAL™ INSTITUTE OF GEMOLOGY
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P.C.: Cartier

9 STEPS FOR SUCCESSFUL SALES

Objectives: Higher Productivity, Sales, and Customer Satisfaction

OBJECTIVES

9 Steps Sales process leads to…

- Higher Productivity
- Successful Sales
- Customer Satisfaction



Step 1: PROSPECTING

Before you can sell anything, you need someone to sell to. That's why you should start with lead generation, also known as prospecting.



Wholesale Shops

Step 1: Prospecting



Business Tours

Exhibitions & Events

Buyer-Seller Meets

References

Sponsorships

Magazine advertisements

Picture Courtesy : KGK Gems (HK) Ltd.

Step 1: Prospecting



Retail Shops

Walk –ins

Referrals

Festival – Offers

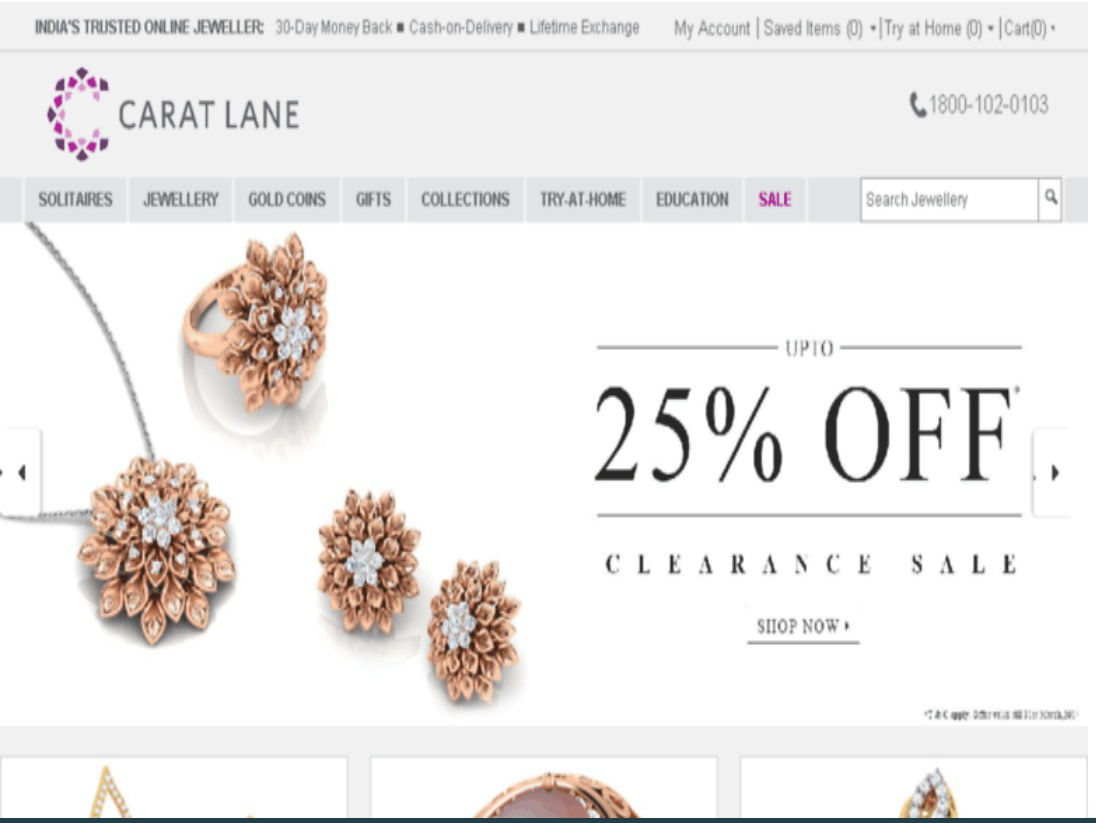
Seasons

Façade

Promotion Activities:

Invites
New Collections
Pamphlets
Newspaper /Magazines
Advertisements
Festival Week
Social Media

Step 1: Prospecting



Online	OMNI channels
Data Mining	E-bay
Lead Generation Campaigns	IndiaMart
	Alibaba
Social Media	
Website	
Google Adword	

Make the customers feel “Most comfortable”



Step 2: CONNECTING

This step is your only chance to make a good first impression, which is critical if you want the chance to demonstrate the benefits of your product or service.



Step 2: Connecting



How can you make sure you're making a great impression?

Seven seconds is the average length of time you have to make a **first** impression.

Be as relevant and personable as possible. Use your **knowledge** of the company, Product and Lead to build rapport.

Remember, the goal here is to get the lead to see you as someone who can provide **value** – not just as a salesperson trying to make quota.

Exchange information

Step 2: Connecting



Follow the **9 Steps** one by one to achieve desire sales.

Good customer service combines **product knowledge** with a friendly, **helpful approach.**

Plan the sales demonstration to be flexible and adjustable as per each customer.

Develop the “Connect”

Step 2: Connecting



Follow the **9 Steps** one by one to achieve desire sales.

Give customer the information they need and ask Open End or Close End questions to get information to develop the **Connect**.

Plan the sales demonstration to be **flexible** and adjustable as per each customer.

A salesperson has just 1 chance to impress customer



Good Salesperson wear a SMILE at all times…



Step 3: QUALIFYING

During your initial phone call or early in your email conversation, it's important to ask qualifying questions.



Step 3: Qualifying



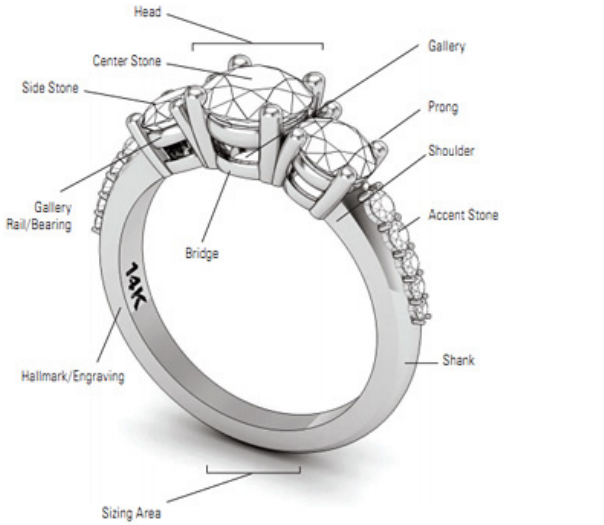
OPEN-ENDED QUESTION
A question that requires a thoughtful, specific answer, can't be answered in just **"yes"** or **"no."**

CLOSED-ENDED QUESTION
A question that requires only a **"yes"** or **"no"** response.

Correcting a customer's misconceptions without calling them "wrong" is known as **TAKE-AWAY.**

Take-away, A two-part sales technique that removes a customer's **"just looking"** resistance.

Step 3: Qualifying





Top/Looking Down View | Through Finger View | Side View

Feature Vs Benefits

Use your product knowledge to translate features into benefits.

Features and benefits are essential parts of a sales demonstration.

FEATURE
A distinctive part of a piece of jewellery.

BENEFIT
The value a feature holds for a customer.

Step 3: Qualifying



Some detail about jewellery benefits

Eye appeal - The instant visual attraction of the jewellery item.

Wearability - The comfort, and perhaps flexibility, of a jewellery item.

Evidence of good workmanship - The level of fine skill and attention to detail in jewellery.

Durability - The strength and stability of a jewellery item.
(Give Practical Examples)

Sales associates are the company's face to the customers.



Step 4: DEMONSTRATING VALUE

Setting up a product demo gives you the chance to show off your solution.

Includes 2 factors:

- ✓ Building Value
- ✓ Creating Desire



Step 4: Demonstrating Value



BUILD VALUE

Old but effective Cliché:
People don't buy **Features** but they buy **Emotions.**

It's not only important to know the features of a piece of jewellery, but also very important to show the value of those features to customers.

A good sales person will always make the list all its features and how to show benefits for the set of jewellery he/she demonstrate to the customer.

Step 4: Demonstrating Value



CREATE DESIRE

Old but effective Cliché:
People don't buy **Jewellery** but they buy **Happiness.**

Your customers already have a desire to buy jewellery—they would not be in your store if they did not want to buy.

Your job is to show the customer how a particular jewellery item matches their unique needs.

Step 4: Demonstrating Value



- **"TRY OUT"** Simple way to Start.
- **"First"** person to try out this jewellery.
- You suggest you have a way to **"fix"** the issues.
- Put prospects in an optimistic mindset by asking them to **"imagine".**
- **Perfect Match** for your desire / dream jewellery
- **"Now"** is the perfect time to work together!
- ***Save*** 10% as an introductory offer.
- ***Adjectives*** – Unusual, Mind-blowing, Awesome, Unique, Precious, One of kind, Elegant, etc.

Step 4: Demonstrating Value



Giving Examples – Create Desire

Red like Ruby – Highest color in red

Lush Green color – Emeralds comparing with Greenery in Nature

Whisky Color – Person who want to buy brown diamonds!

Trying on jewelry gives the customer a sense of ownership



Picture Courtesy : Katerinaperez.com

Step 5: ADDRESSING OBJECTIONS

Even after you deliver a killer sales pitch, your prospect will likely have a few things they need cleared up before committing to a purchase. But that's not a bad thing!



Step 5:
Addressing Objections



OBJECTION

A temporary obstacle, raised by the customer, that delays or even stops the sale.

Run Trial Close by asking some questions:

"How do you like the rich color of this emerald?"
"What do you think of the diamond's Clarity & Color?"
"What do you think about this hallmarked Jewellery?"
"I think she'll love this exquisite diamond solitaire ring, don't you?"

Never ask for commitment to buy instead make them reply.

Step 5:
Addressing Objections



QUESTIONS

Ask questions that imply the customer already owns the jewelry:

- "Which finger will you wear the ring on?"
- "Will you wear it every day, or just for special occasions?"
- "Shall I wrap it or do you want to wear it?"
- "That was a size 7, wasn't it? I'll have it ready for you in an hour."

Step 5:
Addressing Objections



LOOK FOR CLUES

Watch for verbal and non-verbal communication between couples that signals they have found the jewellery item they want.

When a couple decides on the ring they like best,
they will smile at each other,
hold hands, or
show other signs of affection.

If you notice this type of body language, get ready to close the sale.

Step 5:
Addressing Objections



OBSERVE-OBSERVE-OBSERVE

You might notice some subtle changes that signal that it's time for a trial close.

- Conversation between you and customer speed up
- Conversation between both slow down
- A quiet customer asking lot many questions
- Asking questions like Payment plans, credit cards?
- Asking about guarantees
- Smiling fondly, talking to each other with eyes
- Become affectionate, look happy etc.

Step 5:
Addressing Objections



STEPS to overcome OBJECTIONS

1. **Listen Fully**
   Take the time to listen to the objection fully.
2. **Understand Completely**
   True issue isn't what the buyer first tells you, Go to the heart of the issue and completely understand the true source.
3. **Respond Properly**
   Keep your responses clear and to the point.
4. **Confirm You've Satisfied the Objection**
   Asked buyer is he is happy with the solution

Step 5:
Addressing Objections



HANDLING OBJECTION/S

1. INDIRECT DENIAL

A way to correct a customer's false impression without calling them "wrong." – Use word "Feel"

2. DIRECT DENIAL

A direct way to correct a customer's false impression – Wrong product knowledge

3. COMPENSATION

A way to overcome objections by admitting part of the initial objection, then put in a satisfying value.

Your customer is your paycheck, Treat them as your boss



Step 6:
CLOSING THE DEAL

Now that you've addressed the prospect's main concerns, the finish line is in sight! You're almost ready to ask them to sign on the dotted line.



Step 6:
Closing the Deal



CLOSING RATIO

The number of successful sales compared to the number of total sales attempts.

Confirming Closing the Deal by asking following questions:

- "When should we get started on implementation?"
- "What delivery date would you like?"
- "Which [package, tier, bundle] are you going with?"
- "Send me [X financial information] and I'll get the paperwork ready now."

Step 6:
Closing the Deal



Sales Closing Questions

- "Will you commit to doing business with us today?"
- "Ready to move forward? I can send the jewellery for gift wrap."
- "Taking all of your requirements and desires into consideration, I think these two products would work best for you. Would you like to go with [X] or [Y]?"
- "Have I done enough to earn your business today?"
- "Let us complete the signing formalities quickly"

Step 6:
Closing the Deal



HOW TO INCREASE ADD-ON SALES

Add on Sales is one of the most powerful tools. Add on sales is also know as **“Suggestive Selling”**

Not only can it increase basket size and sales, but when done right, suggestive selling allows customers to discover things they actually need, and helps them get the most out of their purchases.

This, in turn, increases **customer satisfaction,** enables retailers to build **trust**, and keep shoppers coming back.

Most important tool in the hands of sales person-Add on Sale



Trust is the #1 most influential factor while closing a deal



Step 7: ONBOARDING

The sales team's role doesn't end after closing the deal. it's often beneficial if the same sales rep who landed the deal continues to work with the customer during onboarding.



Step 7: Onboarding



OnBoarding includes

Adding customer's details into company's system, Customer portfolios.

Taking KYC for account purpose for the first and last time, Keep it recorded so next time less hassles.

Making a note of their Anniversary, Birthdays, etc.

Taking referrals and giving some additional benefits.

Inviting them for the annual event

Step 7: Onboarding



Customer Retention Program

Delivering the product, personally or by secured logistics.

Making them follow shop's social media pages.

Ensuring some special invitations and discounts systems of the company for regular customers.

Taking referrals and giving some additional benefits.

Make them aware any point systems, if any

Onboarding is the time to start thinking about customer retention



Step 8: FOLLOWING UP

The second last and last for many (and often-overlooked) stage is following up. One of the biggest mistakes salespeople make is not following up enough.

80% of sales require five follow-ups, but 44% of salespeople give up after one.



Step 8: Following Up



Following up When? How?

- Make a follow-up telephone within a day, Delivery was smooth etc.
- In today's digital world one can also send a hand-written Thank you note just after the purchase (week).
- Make a Social Media Story, Publish & Promote.
- Just after the occasion got over for which the jewellery was purchased, to check the feedback.
- Repairing or Maintenances time. (Watch)
- Remembrance call on Birthdays / Anniversary.
- Festivals, Season, Sale Time – Sending privileged Invites
- Use Technology, CRM Software and AI

- ***Do not call or write to customers who have asked not to be contacted after the purchase.***

A CRM software simplifies, streamlines and improves business revenue



Step 9:
INNOVATIVE WAYS

After you've interviewed your reps, reviewed your sales history, and created your first sales process, track any changes to your sales activities and metrics. Looking for Ways to Improve Sales



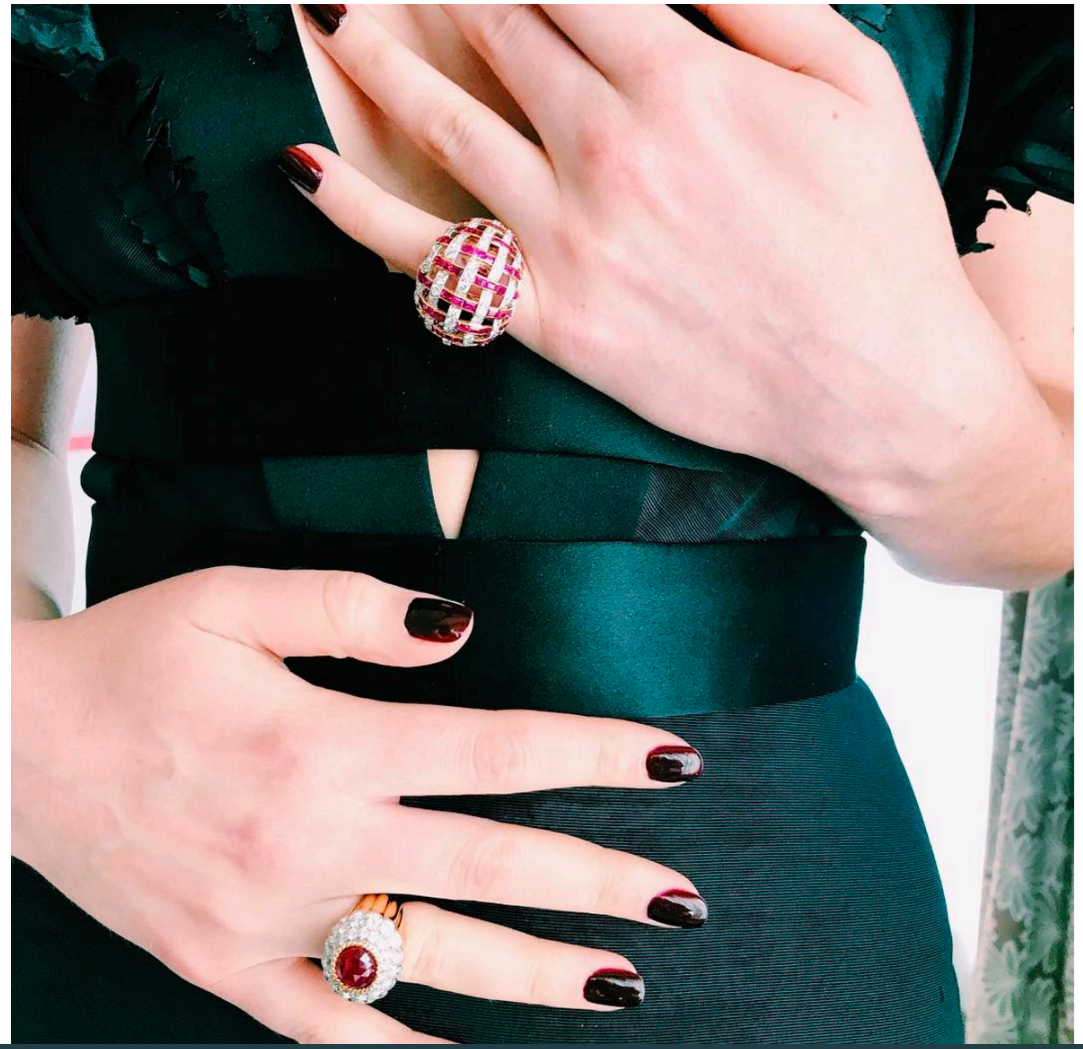
Step 9:
Innovative Ways



NEW IS YET TO COME

- **Branding** is new religion
- **Social** media is the way of business
- Referrals by existing customers
- Success stories campaigns
- Planning promotions & specific campaigns
- Digitalisation – Apps & OMNI channel to develop.
- Out of the box Ideas

Celebrity Jewellery stylist / Influencer to follow on Instagram



kateyoung Following

kateyoung @gucci @cartier #metgala

load more comments

amit_georgi Dakota ❤️

mrs26stewart 😍😍

tombachik Nice Bling💎

thestylebouquet Absolute perfection! You are a genius. I love seeing your work on the red carpet!

meiravgilboa Amazing look!!! beautifull!!!! @dakotajohnson @kateyoung

renatasl5 Always on point. She looks so perfect ❤️

karinagbaciu Wow💚

fabiolamontinaro Dakota❤️

mariapezzella Your work is amazing...who is the make-up artist

4,750 likes

MAY 1

Add a comment...

DON'TS

- EATING – DRINKING – SMOKING – TALKING ON CELL PHONE
- Looking at your cell phone during sales is another big no-no.
- In person etiquettes and showing your back, Avoiding customers, etc.
- Never go out from store without authorities permission, Don't leave the showroom when it is crowded.
- Never keep jewellery at the back of the counter or in an open place.
- Don't argue with the customers – Customer is God!
- Never use Negative words – Expensive, Over budget, Not your style
- Never discuss anything inappropriate or personal.

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Never keep valuables / jewellery unattended



Don’t leave the showroom when it is crowded.



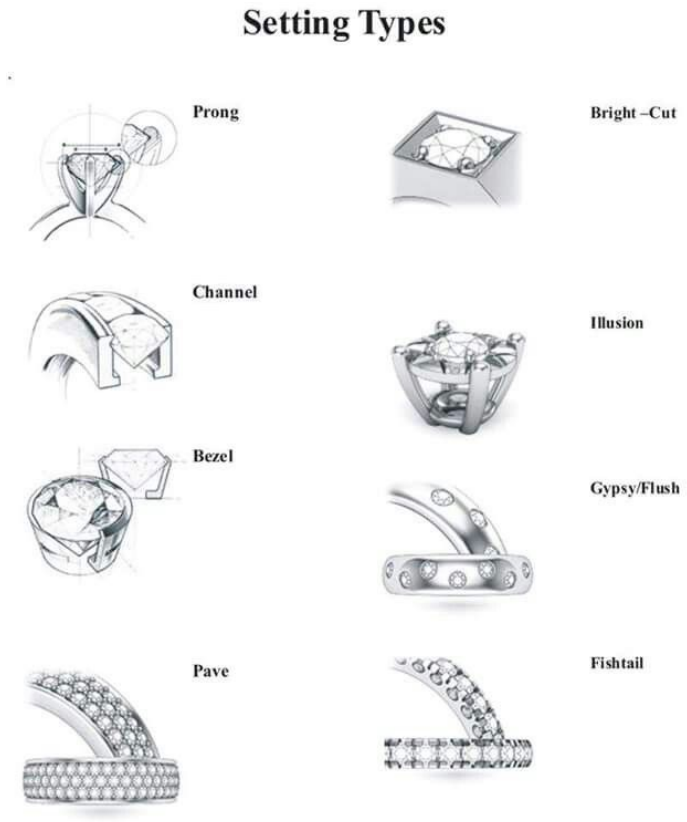
DO'S

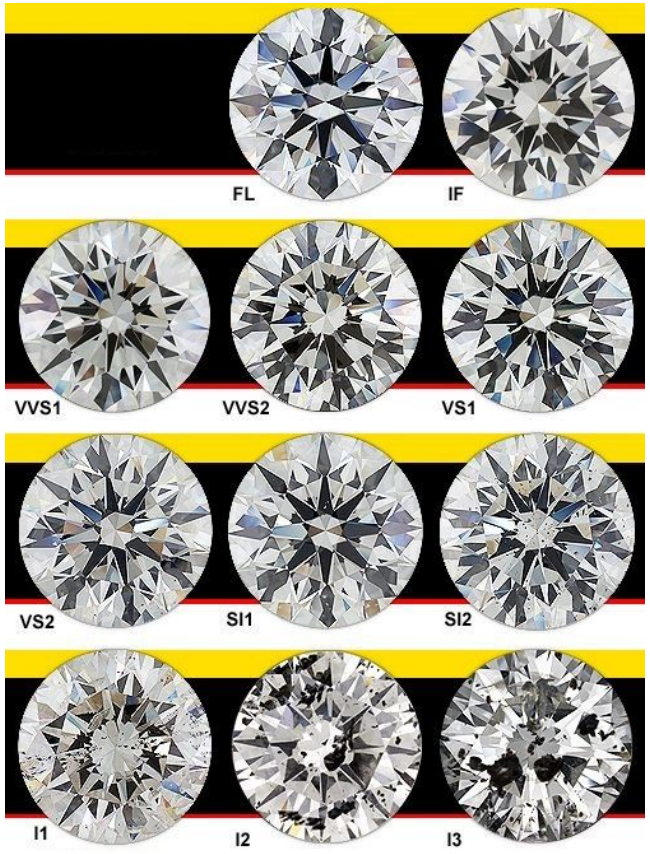
- Be sure that the customer has paid the cashier, before delivering him the jewellery.
- Always close window and counter doors, Keep it locked all the time.
- Always treat the jewellery you handle with respect and appreciation.
- A smile is the prettiest jewelry you can wear, Always greet customer with smile.
- Handle objections with lot of patience
- "Never take 'no' as a door slammed, but "NO means "Not Now"
- PREPARE - LISTEN – SOLUTION – SALE – FOLLOWING UP - INNOVATIVE

Always show the confidence and finesse to approach customers



Answer customer questions with adequate product knowledge you're selling.







Selling jewellery is not just an activity, It is an Art & Experience



We will never close every sale - But we attempt 100%



Thank you

www.iigindia.com

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