

Jewel Jet™ Steam Cleaner Personal Jewelry Steam Cleaner™



Suggested Retail

\$119.99

Item # JET100

4 lbs., 10 inches tall, 110w

Best ever... Personal jewelry steam cleaner designed for convenience and profit. It's safe, attractive and amazingly powerful. Great for showroom cleaning or use at home!

Single unit is **\$49.50**

Quantity discounts available for;
Jewel Jet steam cleaners: \$44.55 ea.
Jewel Jet steam cleaners: \$39.60 ea.

How to turn one purchase into 10 potential sales

Buy 48 Jewel Jet steam cleaners and we will give you 500 full color custom printed cards from PostcardMania™ FREE!

Jewel Jet comes with a stainless steel catch cup, coated tweezers, jewelry cleaning jar, cleaning cup, funnel and operating instructions.

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inc.

For the quality minded jeweler.

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LINETIME

what to say and when to say it

A female customer is trying on a diamond ring. She looks at it from this angle and that angle, shakes her head, and then says "It's too big!" You answer, with a chuckle:

"Lady, not if you can lift your hand."

Why? The implication is that "There's no such thing as a diamond that's too big." Of course, that's not always the case. But it's a funny way of reminding the buyer that for the overwhelming majority of women on the planet, diamonds are the ultimate luxury and that if she's in a position to spoil herself with a big one, she should take it and not hold back.

Source: Michael Nedler
Sally's on Fillmore, Denver, CO

ASK

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she is a very loyal and committed person who had established relationships at Macy's. So we sent her flowers with a handwritten note welcoming her to Mitchell's and telling her how bright her future was here." Certainly a considerable means of showing appreciation. But Mitchell didn't realize exactly how important his little gesture was until a few years later, when during a seminar, the sales associate told the flower story and revealed something that Mitchell didn't know. She said that, right after she had agreed to join Mitchell's, Macy's had made her a counteroffer and she had told them she would think about it. While driving home, she was having mixed feelings, but when she arrived at the house and saw the bouquet of flowers and read Mitchell's personal note welcoming her aboard, she was very touched and decided to go ahead with the job switch. The lesson? Mitchell answers: "Most people think a hot button is something big, but it can also be incredibly small, like a bouquet of flowers and a nice note."

watches

I'm losing my pants on new watch sales. What's going on out there and how can I beat the thinning margins on new watch sales?

Watch margins have been tight for a while, and are getting tighter, says William Barker, founder of TradeInWatches.com. Key reason? That increasingly common culprit, the

21st-century business version of the plague of locusts — increasing commoditization of the category by Internet sellers. (Not to mention rising manufacturer's product costs as a percentage of suggested retail price.) Barker's research of retailers in a metropolitan area found that the average discount given on new watch sale is 17%. When you consider that many manufacturers have increased their COGS (cost of goods sold) to 60% of MSRP (manufacturer's suggested retail price), this leaves retailers with a 27.7% gross margin. Says Barker: "Retailers with low overhead may be able to survive at this level, but brick-and-mortar retailers will find it hard to sustain."

To live on this low-profit diet, Barker says you need to be efficient. Don't forget the old saying, "Your first loss is your best loss." Explains Barker: "Do not hold dead inventory while fixated on 'what I paid for it'. Rather, be concerned with the cash you can get today for that item. The resulting cash flow can be used on faster-turning inventory that fetches higher margins."

Barker also suggests accepting trade-ins towards a new purchase. Customers are more apt to purchase new items when they can unlock "cash" in a pre-owned item — with Barker's research showing that average customer discounts decrease from 17% of MSRP to 6% of MSRP when they use a trade-in towards a new purchase.

The additional "cash" from a trade-in gives the customer more disposable income to spend on a new purchase, providing the perfect opportunity to up-sell.