

Increasing Retail

by Kate Haeger 9/27/2003

1. Invest in more inventory. Just like a store adds more inventory, you need to put more on your table. Invest now for future profits. Your goal should be to have at least 150-200 pieces, if not more. September's promotion was designed for just that; to help you get more on your table, and as a result, sell more. The more there is to pick from, the more they will buy. Either win it or buy it, but get it!
2. Hostess coach every single hostess in her home and get her EXCITED. If she is excited, she will get people to the show. If they come, they will buy. You can't sell to an empty house. A key to upping your retail! Your hostess and inventory are key starting points. Put your emphasis on a fun time and inviting everyone they know. Attendance is critical. Make the most of your time with more at your shows. The hostess needs to want a lot of jewelry, so take your jewelry to the hostess coaching session and go thru 10 or more trays with her. I repeat, take your jewelry to the hostess coaching session so she can see the jewelry and get EXCITED!
3. Price everything. Don't make it a guessing game on what things cost. Do not use safety pins to price your jewelry. It cheapens the product. Buy yourself more tags if you are ripping them, and retag when you need to. What would you think if you went to a store and saw the tags on with safety pins?
4. Make your table look attractive, ritzy, and gorgeous with pieces that go together displayed together. Put about 8-10 items on a tray. Combo trays will invite additional purchases. Lay jewelry on tops, for a softer feel. Use scarves at the neckline. Use the suggestive selling technique as you lay out your trays. Put things together that you can mix and match. If women see it together they will want it together. When you aren't standing at the tray that someone is looking at, let your display do the suggesting for you. We sell versatile jewelry, and you need to display it in a versatile way. Wash tops and clean jewelry every month or so, or when things are looking a bit dull. Your table should look dynamo.
5. Pass trays with jewelry in them to your guests as you do your show. They will be able to see a few pieces at a time to make their selection. Get 1" deep trays so you can cart more to a show in the burgundy bags, and get an extra burgundy bag, if you need to. You can get 12-14 trays in a tote if they are 1 inch. Update those trays regularly and change combos that need changing.
6. Make it fun. Give lots of prizes, be silly, give fashion tips, have everyone you can get to model, model something. The more put on people the more fun they have and the more they bond with an item. BUT FUN, FUN, and more FUN will make it better for you and everyone that comes.
7. Always have specials and sales. Always. Always. Always. Always have giveaways with purchases. Romance the giveaway; be it scarves or whatever you have chosen to use. BUT, Make them want it for whatever reason you want to give. Have watches at \$20 off, all the time. Save on sets, add a bracelet night, buy 3 get something at a huge discount, scarf with 2 items. Write down ideas that you think might encourage more sales and add-ons. Ask a friend what they think of your promotion, would it make them add on at the point of sale, another item, and then try it at a few shows. If you don't see it work, try something else. When you offer a promotion, base it on the idea that their purchase qualifies them for an additional purchase at a special price.

8. Work the sales ticket. When the guest brings you her selections, really look at it, comment on it, validate their choices and find out what else they wanted (via the back of the home show survey form shopping list you told them to fill out as they saw something they liked on a tray) and then make it possible for her to get it via specials, a discount, booking a show, whatever it takes. Make it a goal to add 1 thing, at least, to every order. You will both be happier, and that means more for everyone. Suggest favorites; mention gift giving. If they like it, I bet a friend will like it too, for a gift. Who do they need to get something for? Then offer a gift giving special. You have to talk to every guest and hostess at the close of the sale to see what her need is and then, fill it.

Your suggestion is critical. Let me give you one example. The Avalon necklace has a nice pendant that comes with it. As I explain it, a free pendant, with the choker. It's only \$29. Then I show how adding gentry or Arden slides give much more in versatility. I consider that with most necklaces that we sell, that have pendants with them, are the price of the necklace and the pendant that comes along with them, because most of our slides are about \$19-\$25 aren't they? Adding another pendant, either at a reduced price or at regular price, will give your customer quite a bit more in versatility, and at a nominal price. Do you see what I mean? Use that at your customer selection time and see what happens...like with Nora, Phoenix, Lynx, In the mood, Jungle fever. More pendants need to be sold with those necklaces because each of those necklaces will span their wardrobe further with more pendants and not be stand alone pieces. I know you never sell Options without 4 additional stones. Right? Don't sell a necklace without another pendant.

9. Walk your hostess around the table after you set up, and show and try on jewelry. Check her wish list (if she filled it out) and show her your favorites and call out specials. She needs to know them so she can remind her friends. Have her trying on lots of jewelry. She is your assistant. The more she knows, the more she helps sales and can suggest to her friends. If she wanders, bring her back to the table. Give her this special time before the show that she deserves, in a private, one on one fashion consultation, on what will be great on her. Your table is the best show, and tell what there is. Use it to the best advantage that you can.

10. Wear black to your shows. A great scoop neck black dress that you can make look many different ways will go a long way towards visually showing your guests how great Premier and accessories can be for their wardrobe stretchers. When they see you change your look so easily, they will have more confidence in themselves doing it, too. You don't want to outshine the accessories with your outfit. You want to be the canvas that makes them sparkle. That is what accessories are all about and why they make dressing easier at home and when traveling. Be the key to showing that fashion tip and thus, it makes the need and want for jewelry even more.

11. Suggest items. I have mentioned that already, haven't I. But that, ladies, is the key to selling more and upping your retail. The rest of the mechanics that I have told you, you probably already knew. But suggesting items is where most fall down. **YOU HAVE TO SUGGEST. YOU HAVE TO** show them things you know they would like, should have, really need. Then you have to make it affordable. When you go to a good store and a sales gal, who actually waits on you, shows you something, suggests a top or belt or purse to finish the outfit, offers a special or giveaway with purchasing one more item, don't you like the attention, the help and the final **COMPLETE** purchase you have now gotten? Suggesting is serving. Don't forget that. Suggesting will up your retail. Personal attention is what we all love. You are in the unique position to give it to a lot of people who need it and will appreciate it. It will up your show retail.