



THE FLORIDA JEWELER

Florida Jewelers Association

Spring 2008

2008 Jewelers of America Scholarship Packet Available

As a benefit to all members, Jewelers of America provides valuable access to state and regional-level educational funds and scholarship opportunities to its members. Our educational funding program supports member scholarships and speaker fees for affiliate events. By funding speakers' fees and accommodations, we help our affiliates attract stronger speaker interest in their conventions and seminars. Our JA-recommended speaker directory lists a wide range of industry experts from which to choose.

We offer scholarships and funding for the JA Bench Jeweler Certification program and for educational courses from other leading industry organizations. Both JA members and employees may apply for the Gemological Institute of America (GIA), Diamond Council of America (DCA), Jewelers Education Foundation (JEF) and the Gemological Association of Great Britain (GEM-A) scholarships. Applicants must be at least 18 years of age and have at least one year's experience in a JA member store or two years' experience in the jewelry industry. Please note, we disallow scholarships for courses or programs in which you were previously, or are currently, enrolled. Applicants should complete their course or program within its allotted time.

JA members can view the 2008 Scholarship Packet, by visiting the "Professional Development" page in the [Members section](#) of the Jewelers of

American website, www.jewelers.org. For more information, please contact Jewelers of America at 800.223.0673. If you have questions about the Florida Jewelers Association annual educational funding distribution, please contact the Florida Jewelers Association office at 800-872-7461.



Jewelers of America, Inc.

Jewelers of America is the national trade association for retail jewelers. With 11,000 member stores, JA also works locally through its 40 state and regional affiliates. JA advocates high social, ethical, and environmental standards, promotes professional business and leadership skills, and enhances its members' profitability by offering education, certification, marketing and cost-saving programs.

Upcoming Industry Events

Mark Your Calendar!



Jewelers International Showcase

Miami, FL
April 12 - 14, 2008
www.jisshow.com

Bench Jewelers Conference and Expo

April 24 - 27, 2008
www.benchconference.com

JCK Las Vegas

Las Vegas, Nevada
May 30 - June 3, 2008
www.jckonline.com

JA New York

New York, NY
July 27 - 30, 2008
www.ja-newyork.com

2nd Annual Florida Jewelers Association Professional Jewelers Forum

St. Augustine
Holiday Inn Historical District
October 4 - 5, 2008

Atlanta Jewelry Show

Atlanta, GA
August 9 - 11, 2008
February 28 - March 2, 2009
August 8 - 10, 2009
www.atlantajewelersshow.com

For more information, please call 800-872-7461 or visit www.floridajewelers.org

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Publication & Distribution

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Publication Month	Deadline for Receipt of Advertising Copy
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Spring.....	March 15
Summer	June 15
Fall	September 15

Articles in this newsletter reflect the opinions of the attributed author and not necessarily those of the association. Except as indicated, neither the newsletter nor the association endorses any product or service advertised or noted herein, or is responsible for accompanying statements or claims.

The Florida Jeweler, in its sole discretion, reserves the right to refuse any articles or advertisements which it deems, for any reason whatsoever, to be inappropriate.

Requests to reprint articles with credit should be addressed to the executive director.

Change of address should be sent to the FJA headquarters location above.

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You Make the Call: Part I

by Harry J. Friedman
Founder/CEO, The Friedman Group

Now I know there are a lot of professional salespeople out there who do an excellent job of turning shoppers into buyers. These are just the kind of salespeople who love a challenge. I've come up with some customer vs. salesperson scenarios which you will find similar to those you face everyday. Have fun and play the "expert" on these different scenarios. Read through each one and come up with the best way to handle the sale based on what you know from your own experience. When you're done, read the answers I have provided and find out how well you made the call!

- 1) A customer enters the store. As you walk toward them they immediately say, "I'm just looking," before you even have a chance to say "hello." What do you do?
- 2) A customer comes into the store and immediately walks up to a particular jewelry case and begins examining it carefully. What now?
- 3) A customer enters the store and immediately asks if you carry Line X. You don't. How do you create an opportunity to show an alternative?

Now that you've had a chance to come up with your own solutions to the above situations, read on and see how close YOU made the call.

SCENARIO #1

One of the most frustrating lessons to learn as a salesperson is how to get around what I call "defensive shields". Defensive shields are the automatic responses that customers use in order to get rid of "pushy salespeople". Somewhere along the line, this customer used one of these responses and it made the salesperson leave them alone, so now they always use it without even thinking. Ask yourself if any of the following defensive shields sound familiar: "I'm just looking", "I'm just browsing", "I'm just getting ideas", "My husband/wife is shopping next door", etc.

Your responsibility as a salesperson is to break down customer resistance to allow you the opportunity to open the sale. The easiest way to break down customer resistance is to approach the situation as just another human being, not as a salesperson. This would dictate that you absolutely stay away from business-related opening lines. Look at the following dialogue and notice how the salesperson involves the customer in a non-business related conversation (what I call schmoozing) to put him at ease before opening up the sale. Also, notice the line the salesperson uses "So what brought you into the store today?" as a transition into the next step of the selling process I call Probing:

C: "I'm just looking"

S: "Terrific." (Continue to walk by relieving pressure from the customer, then slowly turn back asking a NON-BUSINESS RELATED question.)

S: "Say, was there an accident up the street? I noticed a lot of traffic out in front. Do you know what happened?"

C: "Yeah, someone ran the stop sign at the corner and it's a real mess. No one was hurt, but it really has traffic backed up."

S: "Boy, what a shame. So, what brings you into the store today?"

SCENARIO #2

I don't know about you, but I've walked into many retail stores where something caught my eye right out of the gate. Sometimes it's something that I am interested in, some-times it's something that I am not interested in. The important thing to note is that unless you are that customer, you have no way of knowing.

I always tell the story of walking into a sporting goods store to buy a scuba diving mask when a tennis racquet display caught my eye. I don't like to play tennis, but my brother does. He told me just prior to my trip into the store than he had purchased a new tennis racquet and when he told me how

much it had cost, I couldn't believe it. When I saw the display of tennis racquets that looked like the kind he had described to me, I had to investigate. As I mentioned, I don't play tennis and I didn't plan on starting that day either. I was merely curious.

Sure enough, a salesperson approached me immediately and began to demonstrate the tennis racquet without so much as a hello. If he would have stopped to find out what I was all about, and why I came into his store that day, he would have made a very fine sale on a scuba diving mask. I was so frustrated by the time he was done demonstrating the racquet that I left the store without making a purchase.

Ignore any temptations to use the "Merchandise Approach" (making a comment on the product they were looking at). This over-used approach is business-related and you have no sure indication that they have any more than a passing interest in that particular item. If they ARE interested, they will let you know (after you "schmooze" a little to break down any resistance). If not, you'll only appear pushy and will likely antagonize them. Take a look at the following dialogue. This is how I would have handled the customer:

S: "I couldn't help noticing your jacket, I just love it. Did you get it somewhere near here?"

C: "Yes, I got it at the clothing store next door."

S: "Really? I hear they have some great things. Tell me, what brings you into the store today?"

SCENARIO #3:

Trust is a very important element in sales, so getting your customer's permission to switch is an aid toward gaining his trust in you. Without discounting the value or "bad mouthing" any other line or brand (that would be

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A Luxury, Once Had, Becomes a Necessity

Two techniques to turn a luxury into a necessity in the buyers mind

by Bob Janet
Sales Growth Expert

Luxury - an item that is desirable but not essential or an activity that gives great pleasure.

When you can get the prospect to think that they cannot live without purchasing your product or get them to think that they will be much better off purchasing the product / service from you instead of your competition you will close the sale.

Even if you are selling a product that is a necessity of life, you can use the technique of 'A luxury, once had, becomes a necessity' simply by making your service the luxury the customer cannot live without.

The Two ways I have always been successful turning a luxury into a necessity:

1. Involving the prospect in the sale

There was a glass company in the 50's located somewhere in New York that invented their form of safety glass. This new non-shatter proof glass was perfect for homes and business especially for anyone interested in safety.

Although they had a great product and great customer service they were selling very little of their new product.

Safety Glass

It was decided that the best avenue to sales success would be through motivating their sales force with a powerful incentive. They gathered all the sales staff together on a snowy December afternoon and announced: The sales person who sells the most safety glass in the next six months will be rewarded an all expense paid vacation for them and their spouse to the Bahamas for ten days. Well of course all the sales people were excited. The company gave each of them a pane of the safety glass, a stack of brochures and sent them out to sell safety glass.

Six months later they all gathered and Jim had sold more safety glass than all the other sales people put together. The owner of the company asked, "Jim how did you sell so much safety glass, more than everyone else put together?" Jim replied, "I believe the reason it has been so hard to sell the new safety glass is because our customers see it as a luxury, something they and their customers have done without. And with the price being higher than regular glass I could not even get their attention to listen to my sales presentation.

So to get their attention, instead of just showing them the safety glass and showing them the brochures, I got them involved in the sale by placing the safety glass on their counter. I went back to the hammer section of their store, grabbed a hammer, handed it to them and told them to strike the glass as hard as they could.

When they raised the hammer and came down as hard as they could on the glass and the glass did not shatter they were amazed and said, "I can sell that glass!"

2. Try it out

The 'Try It Out' technique is a great way to turn a luxury item in to a necessity'.

The technique is much more than getting the product in the customer's hands at the store or sales presentation.

Although for some items just getting the prospect to use the item briefly will close the sale. When you get the customer to use or experience your product or service in the environment they will receive the most benefits from the product or service, it is much easier to close the sale.

When I went into the jewelry business I quickly realized that the more jewelry I could get the prospect to put on their bodies, the more jewelry we sold to them. Knowing the more they tried out my jewelry in the environment they received the most benefits from it, I encouraged my customers to wear the jewelry to social events where others would pay them compliments. Those pieces of jewelry were never returned and the price never questioned.

When radial tires came on the consumer market in the 70's, with a price tag of four times the price of any tire we had previously sold, we very rarely lost a sale once we got the prospect to try the tires on their automobile. No one wanted to give up the smooth ride and go back to the rock sold ride of nylon and glass belted tires.

A luxury once had becomes a necessity only when you give the prospect the opportunity to make it a necessity.

Bob Janet - Sales Consultant / Trainer, Speaker, Author of "Join The Profit Club"

Combines 40 plus years as owner/operator of Professional, Retail, Manufacturing and Service businesses with his unique teaching and storytelling ability to motivate and give business professionals of all levels and all industries selling and marketing skills and techniques to increase sales & profits instantly and long term.

Contact Bob for your next keynote speech or sales seminar.

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You Make the Call (Continued from page 3)

one sure way of losing his trust in you), find out WHY they selected the other one. Their answer to this question will give you features and benefits that are important to them which you can point out during the demonstration of YOUR merchandise.

S: "Tell me, why have chosen that particular line?"

C: "My neighbor recommended it. He says they make high quality jewelry and offer a wide selection."

S: "Yes, high quality and a wide selection certainly are important features. You

certainly are important features. You know, our buyers have the opportunity to choose any line available. Unfortunately, this year they have not selected that one in particular. Since high quality and selection is important to you in choosing a piece of jewelry, I've got one that I think you'll love. May I show it to you?"

Although the scenarios discussed in this article only skim the surface of the situations you deal with on a daily basis, I sincerely hope they give you more sales tools so you won't get caught

unprepared. By continually adding more techniques to your basket of selling tools, you'll be better prepared to make the right call and close the sale!

About the Author

Harry J. Friedman is an internationally acclaimed consultant specializing in retail sales and management. Since 1968, he has established himself as a super-salesman, record-breaking sales manager, owner of a successful chain of retail stores and trainer of more than 500,000 retailers.

You Make the Call: Part II will be in the Florida Jeweler Spring 2008 Newsletter.

Southeastern Findings Sponsors Scholarships for JA Bench Jeweler Certification

Jewelry supplier donates \$7,500 to Jewelers of America's certification program

Jewelers of America (JA) has announced that wholesale supplier Southeastern Findings Inc., will sponsor ten JA Bench Jeweler Certification scholarships, totaling \$7,500, in 2008. The scholarships demonstrate Southeastern Findings' commitment to serving the manufacturing jeweler, by supporting a program that promotes the talent and career development of bench jewelers.

"Southeastern Findings is excited to be able to help bench jewelers achieve JA Bench Jeweler Certification, which is an instantly recognized description of value," says Gene Callaway, Southeastern Findings president. "After 30 years of working closely with manufacturing jewelers, we realize it is important to distinguish the quality and talent of professional bench jewelers."

The JA Bench Jeweler Certification program – open to all bench jewelers – sets industry-wide standards for evaluating a bench jeweler's talent, which has resulted in a system to clearly communicate skill level to an employer, colleague or customer. Certified bench jewelers are acknowledged as professional leaders in their field and can use their certified

skills to differentiate their stores' services from competitors.

The ten scholarships will be available for three of the four levels of JA Bench Jeweler Certification: JA Certified Bench Jeweler (CJB), JA Certified Senior Bench Jeweler (CSBJ) and JA Certified Master Bench Jeweler (CMBJ). Southeastern Findings, based in Atlanta, GA, will grant scholarships to an individual from each of the following eight Southern states: Georgia, Florida, Tennessee, South Carolina, North Carolina, Alabama, Virginia and Kentucky. Two additional scholarships will be granted "at-large" to individuals from two other states. All scholarship applicants must meet current JA Bench Jeweler Certification guidelines. To apply for the scholarships, bench jewelers should visit, www.jewelers.org, on April 20th to download the Southeastern Findings scholarship application.

A Commitment To Bench Jewelers

The Southeastern Findings scholarships come at a time when JA is reinvigorating its commitment to the JA Bench Jeweler Certification program, more than ten years after it was first developed. The association, along with the American Gem Society, convened a Bench Jeweler

Education Resource Forum last year, to address a number of issues affecting bench jeweler certification, education and marketing.

"Jewelers of America has long recognized the importance of expert bench jewelers to the future health of the industry. We are grateful to Southeastern Findings for supporting the JA Bench Jeweler Certification program and sharing in a commitment to these skilled craftspeople," says Matthew A. Runci, president and CEO of JA.

The Southeastern Findings JA Bench Jeweler Certification Scholarships complement Jewelers of America's existing scholarship program for employees of JA-member stores, which are applicable toward many industry educational courses. For more information, visit www.jewelers.org/profdevelopment/seminars.html.

To inquire about partnering with JA in sponsorship opportunities, or to learn more about the JA Bench Jeweler Certification program, email Director of Education David Peters at davidpeters@jewelers.org or call 310-287-1161.

Listening for Dollars - Customer Complaints Create Profit

by Mary Sandro

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Customer complaints are like medicine. Nobody likes them, but they make us better. Actually, they are probably more like preventative medicine because they provide advanced warning about problems. Financial statements, in contrast, provide a historical perspective. By the time problems manifest in the financial statements, forget the medicine. It's time for emergency surgery.

Studies from the Technical Assistance Research Program* in Arlington, VA suggest that the root cause of customer complaints can be traced back to one of three areas: individual employees, the company, or the customer, with 80% of complaints traceable to the last two categories. By listening carefully, we can identify opportunities for training employees, improving products and services, and educating customers.

Individual Employees

Business is becoming increasingly complex and fast-paced. Customer service professionals have to know their product or service, their company information, the technology that supports it, and how to communicate all of this to savvy, demanding customers. Even a small gap in knowledge or skill could cause huge repercussions in terms of lost business.

When I first started my seminar business, I received a few complaints about my individual skills as a speaker. Some customers complained that they didn't like my Philadelphia accent, my hairstyle, the way I moved around the room, or the pace of my delivery. After I cried for a few hours, I decided to invest in voice lessons, an image consultant, and a video camera. These have been some of the best investments I have ever made. I never want to get in the way of my own success. Companies

should not let their employees' lack of knowledge or skill get in the way of their success.

The Company

More often, the culprit is the actual product or service we provide. There may be an inherent flaw in the design. There could be a glitch in the distribution channel that causes dissatisfaction. Even if everything is perfect, marketing pieces, advertising campaigns, and salespeople could inflate value and create customer expectations that are impossible to satisfy.

Recently, I was providing a service that involved a series of facilitated sessions. I allowed the customer to choose the dates of our sessions. Even though there were very few sessions, they occurred over a long period of time and the customer complained that the project took too long to complete. I made reparations to the client and decided to restructure the service and the pricing so that in the future I would control the timing of sessions. Now sessions always happen over a shorter period of time and the service has a higher value and is more profitable. I have fixed the delivery process of my service.

The Customer

As many of us have always suspected, customers actually cause most of the problems they complain about. It's not our fault. It's not our employees' fault. It's the customer's fault. Yet even here there is profit to be mined. Customer education and innovation are the possible solutions.

I always send out a preprogram questionnaire to customers in order to tailor their seminars. If customers have email, I send the questionnaire via

email. Recently, I had a customer who did not know how to return the email questionnaire to me with responses filled in. I sent back brief instructions on how to work the email, which could be classified here as customer education.

Afterwards, I started wondering if there could be a better, easier, cleaner way to collect information, in other words, innovate. From that complaint, I decided to create hidden web pages on my website, customized to each customer with their company logo and questionnaire. Customers just click a link from an email, type their responses into a form on the web page that appears, and hit a submit button. This approach is much simpler and more impressive. I do this with all of my customers now and advertise it in my marketing.

Summary

Customer complaints are never easy to hear. If we shift from being defensive to opportunistic, complaints can be our best friend. If we do not listen, rest assured, the financial statement will communicate the news eventually.

*Technical Assistance Research Program has recently merged with Customer Insights to form a new company called e-Satisfy. The research cited was conducted before the merger.

About the Author

Mary Sandro helps companies and professionals achieve results through effective presentations exceptional customer service and innovative hiring techniques. She is available to speak on these topics. For more information visit <http://www.ProEdgeSkills.com> or call 800-731-0601.

Jewelers for Children & Jewels for Charity Help Turn Old Jewelry Into the Treasure of Life

An Opportunity to be Considered as a Hosting Retailer

Jewelers for Children, the industry's charity, is partnering with The Kazanjian Foundation and its Jewels for Charity program, the charitable organization established by the founders of Kazanjian Bros., Inc. Together, JfC will help turn old treasured jewelry into the treasure of life and provide a gift of love for children in need. After all, a child is more precious than a gem.

The Kazanjian Foundation collects donated jewelry from celebrities and other notable individuals as charitable gifts. To benefit Jewels for Charity, the Kazanjian Foundation sponsors a tour of the Jewels for Charity Collection to fine jewelry stores, galleries and museums worldwide. If you qualify, you too can be part of this impressive tour.

The Jewels for Charity Collection's availability is limited to approximately two-dozen stores per year, so if you would like to participate, please learn more by visiting www.jewelersforcharity.org, or call 310.278.0811.

HOW IT WORKS: The program allows the person who has donated a piece of jewelry to specify a recipient charity. That charity will receive 70 percent of the proceeds. The hosting store will then designate another charity to be the recipient of the remaining 30 percent. The Kazanjian Foundation takes no portion of the proceeds from the sale of any donated piece from the Collection. In the event that the donor of the piece has not specified a recipient charity, the entire proceeds from the sale of the piece will go to Jewelers for Children.

THE BENEFITS: Jewels for Charity acts as a complimentary publicity program designed to bring recognition to the jewelry store hosting the event. The uniqueness of this program, and the high profile celebrity content will generate additional traffic into your



store resulting in sales that will benefit both Jewels for Charity and your business. It is a philanthropic activity that attracts broad attention, including news media. This in-store event will attract old and new customers alike. Your event will serve to honor youth focused charities and support the shared belief that a child is more precious than a gem.

WHAT THE KAZANJIAN FOUNDATION WILL DO: We will showcase the JfC celebrity jewelry featuring items such as the tiara that Madonna wore at her wedding, the diamond and sapphire pocket watch that Clark Gable carried, among others; jewelry donated by other prominent families; significant consigned jewelry pieces that will add impact and salability; and support materials such as pictures, letters of authenticity and other provenance. We will also provide assistance for local publicity, and cover shipping costs and insurance over \$250,000.

THE HOST'S RESPONSIBILITY: To host an evening party for your VIP clients, we ask that you distribute brochures, encourage donations, and cover on-premise insurance for the first \$250,000 of the Jewels for Charity Collection. The Kazanjian Foundation will cover the rest. And, you must package and return items properly in compliance with the Foundation's instructions.

WHAT YOU NEED TO DO: Retailers who are interested may submit a request to Jewelers for Children by calling 212-687-2949. Your store must be rated 41 or higher with the Jewelers Board of Trade, or you will need to provide additional financial information, and purchase a bond to protect the collection while it is in your care.

Jewels for Charily Mission Statement

To discover fine jewelry for charitable purposes. We give individuals a unique opportunity to help others, while they benefit from a generous tax deduction. It is our hope to join others in their philanthropic efforts in order to make a stronger impact on the charities they serve. We hold true to the belief that a life...is more precious than a gem.

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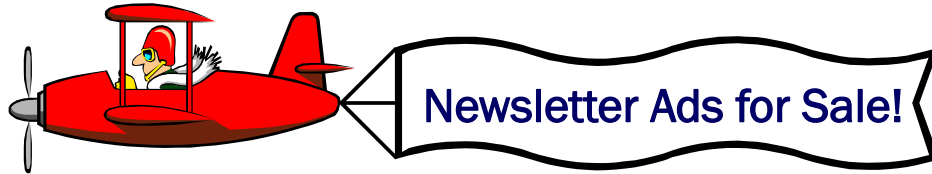
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Jewelry industry suppliers are encouraged to take advantage of advertising opportunities available in *The Florida Jeweler*, the quarterly publication that reaches the Florida Jewelers Association's 600 member retailers and associate members. The following options are available:

Ad Size	4 Issue Package
Business Card Size	\$120
1/4 Page Size Ad	\$300
1/2 Page Size Ad	\$450
Full Page size Ad	\$600

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Please fill out the above form and send with your ad either by email to mmg_sarah@hotmail.com or on a disc as a .TIF or .JPEG file at least 300 dpi. Ads are in full color. Please contact FJA at 800-872-7461 for more information.

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