

JEWELRY CARE EDUCATION

Building Long-Lasting Relationships

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Getting a new customer is a very tough and expensive proposition in any business. Retaining this customer for life can be equally as challenging and is critical to you as a jeweler. To build on existing relationships, stores can provide a valuable service by educating customers on the importance of jewelry care.



You want your customers to enjoy the jewelry's sparkling beauty whenever they are wearing the piece they purchased from you, but they are often busy and don't always have the time to come back to your store for jewelry cleaning. How can you help them? By having your sales associates focus on jewelry care education as part of every sale.

First, find a superior jewelry cleaning product for your store. One you can sell to your customers. Ensure that your sales associates emphasize to customers that this product is used in the store. Use

your store name on the product, emphasizing your brand to reinforce your customers' trust. Display these products to show the importance your store places on at-home jewelry care. Underline this commitment by coaching your sales associates in using jewelry-care instruction as the final step for each sale.

Once you select your store's cleaning product, create a jewelry care notebook for your team. Ask the vendor/manufacturer of each line you carry for their care recommendations and encourage them to be thorough in their instructions so you can correctly guide your customers on care. Then, schedule short monthly staff training sessions on a single manufacturer's suggested care instructions and invite the featured vendor to assist in demonstrating these instructions. Keep it fun.

Training your sales associates will build their confidence and allow them to better articulate the importance of jewelry care to their customers. Have the sales associates track their discussions with their customers and show you the results

an effective jewelry care education program can have in helping them build and retain their customers. And, reward the sales associates who use jewelry care education as a relationship-building tool.

Remember, convey the message to your customers that it is important



for them to care for their jewelry after they purchase it. In giving customers the right education and tools to keep their jewelry sparkling, you will create long-lasting relationships with them and your

store will be a partner in a life-long enjoyment of their purchase.