

THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 9, Issue 7 • October 2018

Actor
Garcelle Beauvais

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Spectrum Award Winners
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COVER COURTESY OF AGTA

Garcelle Beauvais, Actor

Necklace: **Zoltan David**, Somewhere In The Rainbow - 24K yellow gold, palladium, purple steel and 18K yellow gold "Star Flower" necklace featuring a 28.14 ct. Tourmaline accented with gray Sapphires and color-change Garnets.

Earrings: **Naomi Sarna**, Naomi Sarna Designs - 18K and 24K yellow and 18K white gold maple leaf earrings featuring multicolored Diamonds, Sapphires and Garnets.

Bracelet: **Jorge Paumanys Nunez**, Jae's Jewelers - 14K yellow gold bracelet featuring smoky Quartz and mixed-cut Citrines accented with Diamonds.

Ring: **Oscar Heyman**, Oscar Heyman - Platinum ring featuring a 19.40 ct. bicolored Tourmaline accented with Diamonds.

Clothing: **Rubin Singer** - Strapless Ivory Print Gown, available Saks Fifth Avenue.

THE RETAIL JEWELER™

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IS IT TIME TO UPDATE YOUR STORE?

By Frank Dallahan

Over the course of time, everything wears out. Carpets, lighting, fixtures and displays all need to be updated and freshened. The very human tendency to just repair and replace the slightly worn fixtures and displays is common. That's because doing a full-blown makeover is both time consuming and costly. And, it is only human nature to occasionally avoid the hard decisions that take our time and our money!

If you think about it, and you should, we are in a luxury business selling fabulous jewels and jewelry to our clients. Even if you sell relatively less expensive diamonds and gemstones the perception of what is presented and sold in your jewelry store is something very special to the purchaser, no matter what the price. Customers expect to see gems that meet their expectation of luxury even if the purchase price is a modest one. To the customer, it is a luxury purchase.

Over the course of the past ten years, The Retail Jeweler has presented stories of jewelers who have made the tough decision to move or significantly remodel their businesses. Several years ago, we ran a story of a jeweler in North Jersey who made the decision to make a significant investment at a time when the business was very tough. The decision called for the jeweler to commit to a move from one location to another and basically build an entirely new store. The store is Aires Jewelers in Morris Plains, New Jersey. Their new showroom is 3,000 square feet of gorgeous space, beautifully fixtured and with equally beautiful product. Ron Aires and his two sons, Ron and Chris, will tell you the move was a very good one. If you go to their website (www.airesjewelers.com) you will see and read this store is now doing four times the business, they did at the old location. Was the risk worth it? You bet it was!

In speaking recently with Ron, he told me, "The decision to move was difficult because at the time we had just started with the mortgage crisis of 2008-09." He continued, "We knew our abilities. We knew our customers. We knew it would work out." Since then, Aires Jewelers has grown and grown. The past two years have been especially good. Ron said, "The attitude of our customers has been so positive and happy." He said the situation reminded him of the old baseball saying: "There is joy in Mudville!" Customers come into the store with money to spend and are happy doing it. He finished by saying, "The potential is still there."

This result brings us to the basic fundamental question: Why remodel, why renovate, why move? Keely Grice, the owner of Grice Showcases, told me the fundamental reason to move, remodel, and/or renovate is due to changes in the marketplace. "Over time," he said "population changes. New developments

appear. People move. The new developments have all the bells and whistles the population wants, and so they move. This situation changes shopping patterns of the community. New shopping centers appear with new stores populating them."



Grice told me after 10 years stores start looking worn. After 15 years, in the same location you have to make the decision to upgrade, to re-fixture, and perhaps even to move to an entirely new location because of market place changes. According to Grice, many malls have a requirement in their lease agreements that stores remodel and/or move after ten years in one location. Mall managements do not want their stores and indeed their malls to look outdated and left behind. The results of the remodels, renovations, and/or moving have been enormously positive with business growing significantly.



Another factor influencing the decision to move, renovate, and remodel is the demographic changes that occur within the specific jewelry store. In many cases, the older generation is looking to retire. If they are lucky enough to have sons, daughters, and their spouses interested in taking over the operations of the store, they bring with them a desire to upgrade the physical presence of the store.



The results of the remodels, renovations, and/or moves will have significant positive impact on the individual stores so involved. Many times, during our conversation on this topic, Grice told me of significant sales increases resulting from changes in the physical appearance of the store. Comments like, "It made all the difference in the world." "One store experienced a doubling of business in 8 months. Another saw a 100% increase in business over the space of a year." And, remember what happened with Aires Jewelers, their business increased by a fourfold factor. The key questions an owner must ask himself/herself are where is the business going? How will we get there? Where are our customers living?



The alternative to a decision to move forward, is to sit and wait until the opportunity passes. Over the course of time, everything wears out. Carpets, lighting, fixtures and displays all need to be updated and freshened.



Frank Dallahan

co-publisher of The Retail Jeweler
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THE CHALLENGE OF RECRUITMENT

By David Brown

HOW TO GET THE BEST FOR YOUR BUSINESS



Ask most store owners their list of favorite tasks and you'll be unlikely to find hiring staff as one of the top ten. Few people enjoy the process, partly because of the time spent working through many applicants that may not be ideal, and partly due to the fear of getting the process wrong. Bad hiring can be a very expensive mistake in terms of lost sales, poor productivity and litigation for wrongful dismissal.

It doesn't have to be that challenging. Follow a few basic set rules and guidelines and simplify the process can save you time and increase your chances of getting the right person for the job.

HERE'S OUR LIST OF RECOMMENDED TASKS TO STACK THE ODDS IN YOUR FAVOR.

**HAVE A CLEAR JOB DESCRIPTION.**

If you don't know what you are looking for your chances of finding it will be close to zero. Many managers hire the first person with a pulse and spend the next few months regretting their decision. If you define what you are looking for and clearly state it in your ad, you'll increase your chances immeasurably.



STATE WHAT YOU DON'T WANT. This is not about discriminating but in terms of being clear who this job will not suit. Doing so will help to eliminate those who aren't suitable from the very beginning without chewing up your time during the recruiting process.



LOOK FOR TRANSFERRABLE SKILLS. Many hirers look for previous experience in the jewelry industry. What they really want is someone with strong customer relations skills who can present well, is not afraid of selling glamour or high end and has good attention to detail. I know one jeweler who regularly targeted staff who had worked in the cosmetic industry because they ticked all the boxes. Choosing the right skills comes first, the rest can be taught.



TALK TO YOUR STAFF. Often your staff can be a great source of staffing leads. Who have they been impressed by during their shopping experiences? Who do they know? They will be reluctant to recommend a poor performer as it will add to their own workload and involving staff can help them buy in to the experience. Consider having senior staff sit in on the recruiting process – more than one set of eyes will help.

**ALWAYS CONTACT THEIR REFERENCES.**

It's surprising how often this isn't done. Later, a problem employee is discovered to have been difficult at their last job too. One of the best questions to ask former employers is "would you hire them again?" If they hesitate before replying you have your answer!

**SELL THE BENEFITS OF YOUR COMPANY.**

Just because there are 80 applicants doesn't mean the ball is all in your court. The best employees will have the pick of positions and will want to know why they should work for you rather than someone else. In your job ad, talk about why your company is unique – you will attract a better class of applicant if you look like the place to work.



ASK GOOD QUESTIONS. So often the interview process can be a monologue from the interviewer with little opportunity to really find out about the potential recruit. The quality of the interview outcome will be directly related to the quality of the questions asked during the interview process.



GIVE YOURSELF TIME. A hasty or rushed recruiting process will lead to errors and mistakes. Make sure you give yourself sufficient time to work through each stage. The more senior the position the more time you should give it.



SCORE YOUR APPLICANTS. It's very easy to be subjective when comparing applicants but determining a list of key criteria and rating each applicant on their ability to meet that area will help you stay objective during the process

Recruiting can be an intimidating process but planning it well will go a long way towards getting the maximum value and ensuring your business has the best staff for the road ahead.

**David Brown**

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact inquiries@edgeretailacademy.com or Phone toll free (877) 5698657

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HELP, I'VE FALLEN AND I CAN'T GET UP!

By Susan Arlin

Is this how you are feeling lately—as if every day is a fight, a battle, a never-ending war?

Do you find yourself exhausted at the end of the day after dealing with your employees? Do you dread going into work to deal with that problem employee?

Or worse, that dysfunctional team?

Are you finding yourself spending tremendous amount of energy and time working on conflict and/or employee resistance, demands or lack of performance?

WHAT ARE YOU SUPPOSED TO DO?



How can you re-energize, fuel batteries, and find joy again in your business? When it comes to dealing with employees, there are four steps you can take.



01

SPACE STEP AWAY TO GIVE YOURSELF TIME TO MAKE AN HONEST EVALUATION OF THE REAL ISSUES.



02

COMPLETE A TALENT AUDIT. DO YOU HAVE THE RIGHT PEOPLE ON YOUR TEAM?



03

TAKE ACTION



04

PUSH LIFE ALERT! SEND A SIGNAL AND GET AN EXPERT.



01

SPACE STEP AWAY TO GIVE YOURSELF TIME TO MAKE AN HONEST EVALUATION OF THE REAL ISSUES.

Sometimes you need to give yourself a break. Take an afternoon away for a retreat. As difficult as this is—turn off your phone. Turn off email. Isolate yourself to think clearly for a bit. The constant interruptions that characterize our business environment creates clutter and heightened emotion. This in turn can cloud your judgment and make it difficult to be objective. Carve out some uninterrupted time, grab a pen and paper, and answer these questions:

- What is happening that is causing you to feel so beaten, exhausted or disheartened?
- What are the behaviors that you are witnessing?
- How does these things conflict with the overall goals you are pursuing?
- What are the possible reasons that this is occurring?



02

COMPLETE A TALENT AUDIT. DO YOU HAVE THE RIGHT PEOPLE ON YOUR TEAM?

This is a difficult exercise for a number of reasons. First, because you have to identify what the 'right person' really is. Have you defined the criteria? You have to ask the questions:

- Is the right person here, and I'm not capitalizing on their ability?
- Am I leading my team correctly, and am I managing them correctly?
- Is this an employee issue, a team issue, or my issue?
- Am I getting what I am paying for? Am I paying too much, or too little?
- Does my team know what is expected of them? If so, why are they not performing appropriately?
- What is the source of the dysfunction?

This type of reflection may result in having to admit that you don't have the answer to some of the questions. And if you do have the answers—then you have to make a choice to take action or not.

The second reason this is a difficult exercise is because you probably already know the answer to the question and may be fearful of taking action for one (or more) of the following reasons:

- Concerned legal action may result.
- Concerned that you'll have to find a new employee and start all over.
- Concerned that you'll have to work even harder during any transition and you're already exhausted.
- Simply don't like change.

You've heard the statements before that sound something like this:

"It costs so much to turnover an employee—but it costs so much MORE if you don't!"

Searching for answers? We've got them.

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By Anne Drummond

GENERATING CREATIVE ASSETS TO SUPPORT IN-STORE PROMOTIONS

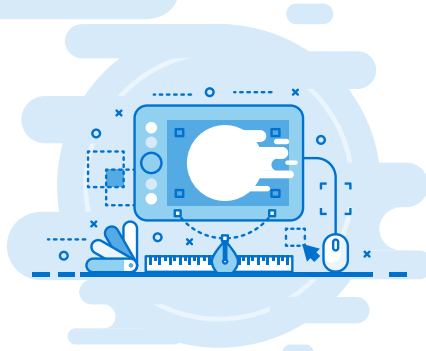


PROMOTIONS. SALES. EVENTS. You may consider these the most time consuming efforts of your business. Conceiving your next event idea may come easily, with staff brainstorming during a quiet moment in the store. But the execution is a different story. How do you get the right customers to show up? To know about it and to tell their friends?

You'll want to think about your traditional methods, your in-store use of conversation and how your broad-reaching tactics like radio and other broadcast media do their part to raise awareness of the promotion or event. But often, the simplest elements are overlooked, ones that can simplify a multi-channel marketing push.

DEVELOPING A SMALL COLLECTION OF CREATIVE ASSETS

First, you'll want to collaborate with your staff. Talk about the "selling points" for the event or promotion. Is your event part of something larger, like a community art fair or sidewalk sale, allowing you to describe both as reasons for attendance? Is it a shop-for-a-cause event, where a percentage of store sales would be matched for a meaningful nonprofit? Really hone the way that your associates will describe the activities of the event to your clientele. While it might seem silly, role play with your team. They will find their words, and you'll be sure you know just what they are saying.



FIND FOUR IMAGES THAT REPRESENT YOUR EVENT

These four images aren't all images of engagement rings. In fact, if you must have inventory in any of them, limit yourself to a single photo. The others should be things that show the emotional experience of the event, your own staff serving a customer, the experience of watching the gift as it's given. If you look at the image and have an audible response—that's the image you should pick. When showing these images or ranking them in order of importance, the order should showcase inventory last, smallest, or least. This might go against what you think is important, but remember, your customers are connecting with you before and at the event. The piece they purchase won't be decided upon until they are in the store itself.



USE WORDS SPARINGLY

Pen three text components about the event. First: A 100-140 character statement that describes the event in a single line. Keep it short, but get the emotion into the statement. Some examples might be "Literacy Has a Real Ring To It. Support XYZ cause At Jay's Jewelers this Saturday" or "Drop In During Sidewalk Sales to Beat the Heat and Make Your Wish List" or "Tuesday Ten Percent: You name the Nonprofit and We Write the Check".

Next: a two sentence description that expands on the statement.

And finally: the time and place details.

I HAVE MY MATERIALS COLLECTED. NOW WHAT?

Now that you've collected the materials, you'll use them in different combinations, in the following places.

Hero Image. You know the slider on your home page that probably shows a blend of your inventory items? Take one of the emotional images, and lay the Text Statement over it, headline style. Finish with a softer, smaller listing of the time and Place details. Link it to the next item: a calendar event on your site.

Calendar event. If you don't have a calendar of events, your blog page or where you list newsy items on your website will also work. An emotional image as the thumbnail, with all three text components inside the event listing should work perfectly. Reminder—there's no need to use your inventory image yet, as the customer is seeing this item on your website, where much of your inventory can already be explored.

Blog. This is where the inventory image can go. Is the event a trunk show? Invite your supplier to provide the text! Is this a fundraiser? Ask the nonprofit to pen a blog about the mission of their organization. Remember, the blog needs to also

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A DATA BREACH CAN COST YOUR BUSINESS

WHAT YOU NEED TO KNOW

By David Sexton



The list of corporations that have fallen victim to cyberattacks continues to grow. The magnitude of the crimes committed continues to escalate as well. A research report from Ponemon Institute and IBM indicates that the average total cost of a data breach in 2018 is \$3.86 million and the average cost per compromised record is \$148.

I know what most readers are probably thinking at this point. “The only organizations getting breached are worth billions of dollars and have just as many records. It would never cost my business that much—plus, we’d never be targeted by a hacker anyway.”

Unfortunately, according to the Ponemon study, you are more likely to experience a data breach of at least 10,000 records (27.9%) than you are to catch the flu (5-20 %, according to WebMD).

Sophisticated hacking techniques aren’t the only method to qualify as a true “data breach.” Any event where personal or confidential information is lost or stolen can fit the definition. This includes human error, which by the way, is not limited to the mistreatment of electronic data. If paper files are stolen that contain sensitive information, that also constitutes a data breach.

There’s really no way around it. If you’re in business, you’re exposed to data. If you’re exposed to data, you’re at risk for it to be stolen or lost. In order to properly protect your business, the cost of that risk needs to be addressed. To do that, here are some questions to ask yourself, which will ultimately influence four areas of costs specific to a data breach.



HOW MANY RECORDS WERE EXPOSED?

Obviously, this all depends on the size of your business and the type of breach that occurs, but it will be the primary driver of the costs. Returning to the earlier argument comparing the risks of large corporations to small businesses; the average total cost of a data breach for less than 10,000 records was still \$4.66 million*.

Let’s say the average jeweler gets five new customers a day and has that information over a five-year span. That comes out to 9,125 records, which is near the amount mentioned above. Because your business would also be responsible for those five years’ worth of employees, contractors, and other business relationships, assume that more than your estimate has been compromised. Mounting costs will be less surprising if you err on the side of caution.



WHAT TYPE OF DATA WAS EXPOSED?

This breaks down to three possibilities: PHI, PCI, and PII.

PHI stands for “Personal Health Information.” It doesn’t really apply to a jewelry business (however, it’s important to still be mindful of any employee data that falls under this category).

PCI is short for “Payment Card Information.” The Payment Card Industry Security Standard Council created the PCI Data Security Standard to securely manage data involved in financial transactions. However, since businesses run on the cash that they bring in from their customers, many organizations are concerned with more than just a place to charge the bill. They want to know their customers more intimately so they become loyal and make repeat purchases. This is where PII comes in.

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A DATA BREACH CAN COST YOUR BUSINESS

WHAT YOU NEED TO KNOW



Personal Identifiable Information (PII) includes PCI elements such as credit card information, but also includes literally everything else. Name, email, bank account; you name it, PII covers it – even health records. PII breaches are the most costly because they reveal so much and are able to connect an individual to data points such as credit card numbers. While a stolen card number is bad in itself, it's even worse when a criminal knows everything else, as identity theft is now a real issue.



WAS THIS THE FIRST BREACH AT YOUR ORGANIZATION?

If you have had a data breach in the past, the fines and penalties associated with subsequent breaches may rise and create additional costs. The punitive damages are aimed at encouraging organizations to bolster their data security practices to avoid having a breach occur again.



DID YOU STORE YOUR DATA IN A CENTRALIZED SYSTEM OR LOCATION?

Storing your data in a centralized location is not just a good business management practice, but it will also save you time and money in the event of a data breach. Data stored in multiple places makes it more difficult to determine the source and scope of the breach.



DO YOU SUSPECT FRAUDULENT ACTIVITY?

Any suspicion for fraudulent activity in regard to improperly using your data after the breach has occurred will eventually lead to higher costs for your business, as more legal action will be required. Additional investigation may also be needed to determine the motive behind the fraud and what the criminals were trying to do – or could have done – with the data.



COULD A CLASS ACTION LAWSUIT TO BE FILED?

Once again assuming that the worst-case scenario has happened and all of your data has been compromised, a class action lawsuit seems likely. In the event that one is filed, this has the potential to be the most costly part of the breach. In a day-and-age of plaintiff-sympathetic jurisdiction towards these types of crimes, it's not unreasonable that your business will be found liable rather quickly.

The overall costs of a data breach can fluctuate dramatically depending on how you answered the previous questions. In general, these four costs will give you an estimate of the total outcome.

INCIDENT INVESTIGATION

Remediating your security and being compliant with the electronic discovery process will create the bulk of these costs, but you'll also be liable for a forensic investigation. Also, to comply with state and federal laws, you'll need legal guidance to navigate through the process, regardless if a lawsuit is filed or pending.

It's important to note that detection costs have reached a record high last year, totaling an average of \$0.61 million. The previous high was in 2011 at \$0.46 million, a 25% increase*.

CRISIS MANAGEMENT AND CUSTOMER NOTIFICATION

You'll need to notify your customers of the breach and also monitor their credit and ID. Additionally, in order to protect your brand, it's strongly recommended that you ramp up your public relations and customer care efforts. This includes staffing a call center, responding to email inquiries, and analyzing how your future marketing strategies will manage this negative incident.

REGULATORY FINES AND PENALTIES

Both state and federal punitive damages vary based upon the circumstances of your breach, but either way, you will most likely be held liable in some way. If your business has been breached in the past, these fines and penalties could increase significantly.

LEGAL DEFENSE

Has defending a lawsuit ever been viewed as affordable? While a good lawyer is important to have in these situations, it's critical to remember that this won't just be a flat fee whether you've had 100 or 100,000 records compromised. The cost of the defense will rise as the number of breached records rises, since it will require more resources to defend the extra records. Protecting Your Business Starts Here. As technology changes every day, your data management practices alone may not be enough to keep your business out of harm's way. Visit Jewelers Mutual.com or call us at 800-336-5642 ext. 2118 to find out how an insurance policy from Jewelers Mutual provides protection against cyber risks.

*2017 Cost of Data Breach Study: United States, Ponemon Institute© Research Report



David Sexton

David Sexton is vice president of loss prevention consulting at Jewelers Mutual Insurance Company. Headquartered in Neenah, Wis., Jewelers Mutual is the only insurance company in the U.S. and Canada that specializes exclusively in protecting the jewelry industry and individuals' jewelry.

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The PGR Dust Collector captures metals in contained, sealable filter bags along with a HEPA filter for 99.97% efficiency. Complete with 2 Clearview Hoods, LED lighting with an on/off valve inside each hood and a Two-Speed Cool-Blue 1/2 HP Polishing Motor. To enhance vision, each hood comes with a hinged magnifier. Great all-in-one polishing set!

QUATRO PGR 2-Station Polishing Set 854-1490

NEW!

Full Automatic Start/Stop of Your Dust Collector from Inside either Hood!

Includes:

- (1) PGR Super Flow Dust Collector
- (2) Clearview Hoods w/LED Lighting
- (2) Auto-Start Valves
- (2) Clearview Hinged Magnifiers to Enhance Vision 2X
- (1) Two-Speed Cool Blue 1/2 HP Polishing Motor

THE SECRET TO GREAT MARKETING

By Aleah Arundale



We live in an attention economy. If you can grab people's attention, you can sell them things. Want a trick to grab people's attention? Of course you do! Ready?

The trick is to do what is least expected. That is it! If people expect something right side up, put it upside down. If people expect to see a beautiful woman wearing jewelry, put a necklace on a dorky guy, or better yet on a poodle.

If a movie, a magic trick, or a joke were predictable would it be fun at all? We need surprise to create interest. Do the unexpected and you will surprise, delight, and sell. If you are surprising and delightful you will grab people's attention for a fraction of what the big guys spend in advertising.

In a world where you can check prices on your phone, what sets you apart are the experiences you give. Without a reason to come into your store, how can you expect your business to grow?



Aleah Arundale

Aleah has never gained one customer by being professional. She is the most fun you can have selling diamonds. She is a third generation GIA Gemologist and a fifth generation jeweler, turned loose diamond wholesaler. Selling diamonds on the road lets her share great ideas with hundreds of different jewelers from all over the country. Sign up for her fun newsletter by emailing her at Aleah@olympiandiamonds.com

HERE ARE SOME FUN IDEAS YOU CAN USE:

- Hold Girl Scout Meetings in your store
- Girls can earn a diamond merit badge
- Gold buying parties. Pirate theme
- Vintage Jewelry Show. 1920s theme
- Have a birthday party each month for a different gemstone. Have drinks and foods same the color as the gem
- Gem Cake. Bake colored gems into a cake. Invite customers in for a slice
- Have a Grab Bag give away
- Ugly Jewelry Contest
- Weight Loss Contest. One winner gets a diamond in carat weight equal to the number of pounds lost
- Partner with a manicurist
- Teach a Class. Hold a diamond training class for guys or gals
- Give away something ridiculous with purchase like a tap-dancing lesson or a piece of the moon. Both are so unexpected it is sure to get people talking, with little cost
- Pretend to kidnap the boss and say you are having a Boss is away sale
- Have a Race for the Rock or Scavenger Hunt
- Give Away necklaces to single moms, people who have lost their jobs, or veterans. Make sure to call the press.



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EFFECTIVE SOCIAL MEDIA MARKETING

By Rick Arnemann

The majority of independent retailers have come to understand that a solid social media presence, along with consistent social engagement, is key to their marketing efforts. There are three crucial reasons for this:

- This type of marketing can target potential customers more accurately than any other advertising media
- The number of unique visitors engaged on Facebook is over 164 million; on Instagram, it's over 111 million
- Executed correctly, social engagement is the most cost-effective media with the greatest return on investment



Harmon, a marketing agency that has worked with a range of companies in the jewelry industry for over thirty years, recognized this need, and has developed an entire program to support independent jewelers' social media marketing efforts. But they didn't just jump into the program—it required a lot of preparation.

"We've spent the last several years researching and participating in the social landscape," explains Rick Arnemann, CEO of Harmon. "We've learned all of the intricacies needed to succeed in the social space, which is why we are consistently seeing response rates to our boosted social posts (posts that use paid advertising to reach a specific target audience) that are ten to twelve times greater than the average. We understand what works, what doesn't, and what generates sales."

With that knowledge, they created the Harmon Social Media Program for Independent Retailers. It's a customizable social program that allows jewelers to promote the brands they carry, their store brand, or a combination of both on their social media accounts.

"We are currently partnering with over 100 of the finest manufacturers in the industry," says Arnemann. "Rather than post a single manufacturer's products on retailers' social media accounts, we'll post products from every manufacturer they do business with. That keeps the content fresh and engaging. These manufacturers understand a comprehensive program like this is going to be successful. That's why they've partnered with us."

Manufacturers send in their best products for Harmon's photographers and videographers to shoot. They use their skills and equipment to create high quality assets, while Harmon writers craft targeted copy that urges consumers to take an action. "All of the assets we post on retailers' social

media are professionally-created and completely unique," explains Arnemann. "You can't get them anywhere else."

Harmon handles all of the posting and boosting and provides a calendar at the beginning of the month, so retailers know what products will be promoted on which day. They also provide monthly analytics reports that break down the performance of every post.

While Harmon's social media managers oversee and execute the entire program, to consumers, it appears to come directly from the retailer. All comments on posts will go directly to retailers to answer. "This is the first point of engagement, and we want them to welcome that potential buyer," said Arnemann. "It's important to establish that relationship early. We even make it easy for the retailer to know immediately when someone has responded to their posts by setting up notifications on their phone."

"We provide everything that's needed for independent jewelers to take their social media account from a non-viable marketing channel to the most cost-effective advertising tool. The Harmon Social Media Program will create greater awareness of retailers' stores to a very targeted group of jewelry shoppers in their market and generate sales."

For more information and to sign up for the program, visit HarmonSocialMedia.com, or email hello@HarmonSocialMedia.com.



Rick Arnemann

Rick is the CEO of Harmon, the full-service marketing and advertising agency he founded that works with every facet of the jewelry industry. Since opening Harmon 30 years ago, he and his team have helped a variety of businesses in the gem and jewelry industry successfully market their brand and increase sales. When Rick's not at his home base in Nashville, you can find him at industry shows, giving seminars on current

marketing trends and presenting innovative solutions to solve marketing dilemmas.



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THE IMPORTANCE OF LANDING PAGES

By Matt Perosi

Spend enough time with online marketing and you'll often hear the phrase "landing page" without any clear explanation of what it is. It is the first page people see when they click the link that brought them to your website. It's the page they "land on". The link they click could be from a search engine results page, a social media post, a paid ad, a blog post, or anywhere else online.

FUNCTION OF A LANDING PAGE

A quick look at any of your website tracking tools will show that almost every page on your website has served as a landing page at some time. Truthfully, because the World Wide Web is an intertwined jumble of shared links and search results that lead everywhere, there's no controlling what page someone will see on your website first.

However, for marketing purposes, a landing page is designed to explain one thing in an attempt to get the reader to convert from just a reader into some type of customer. Using Google Analytics, you can track the number of people who land on your page and compare that to the number of people who converted into customers. The resulting percentage from landing-to-converting is called your "conversion rate."

"Converting" someone from a reader to a customer doesn't always mean they bought something from you; a conversion simply refers to any action that you want someone to take.

Common conversion actions include:

- Filling out a contact form
- Downloading a PDF
- Installing an app
- Making a phone call
- Signing up for a newsletter
- Watching a video
- Visiting a store
- Listening to a podcast

Similar to how late-night TV infomercials compel you to purchase the latest widget, a well-crafted landing page will



have specific directions to perform one of the above listed actions. These specific directions are called "calls to action" and often appear as buttons saying "click here," "subscribe here," "download now," "sign up now," or "call now".

Landing pages are not simply an extra information page you put on your website. They are truly the first point of contact with prospective new customers. Every word, image, video, color, button, and even the overall layout will influence that first impression. Take extra time to think about those precious few words in a headline, and what you would say to someone if you only had 90 seconds to make a sales pitch. Hire a copywriter for this task if you don't feel qualified to write good marketing copy.

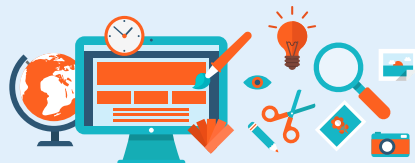
Most landing pages don't push for the immediate sale; instead, they provide an introduction to your store, and what you do, and what you sell. It is the online version of your sales lead generator. A landing page is the strategic introduction at the beginning of the sales process that eventually leads to the ultimate purchase.

MISCONCEIVED HOME PAGE

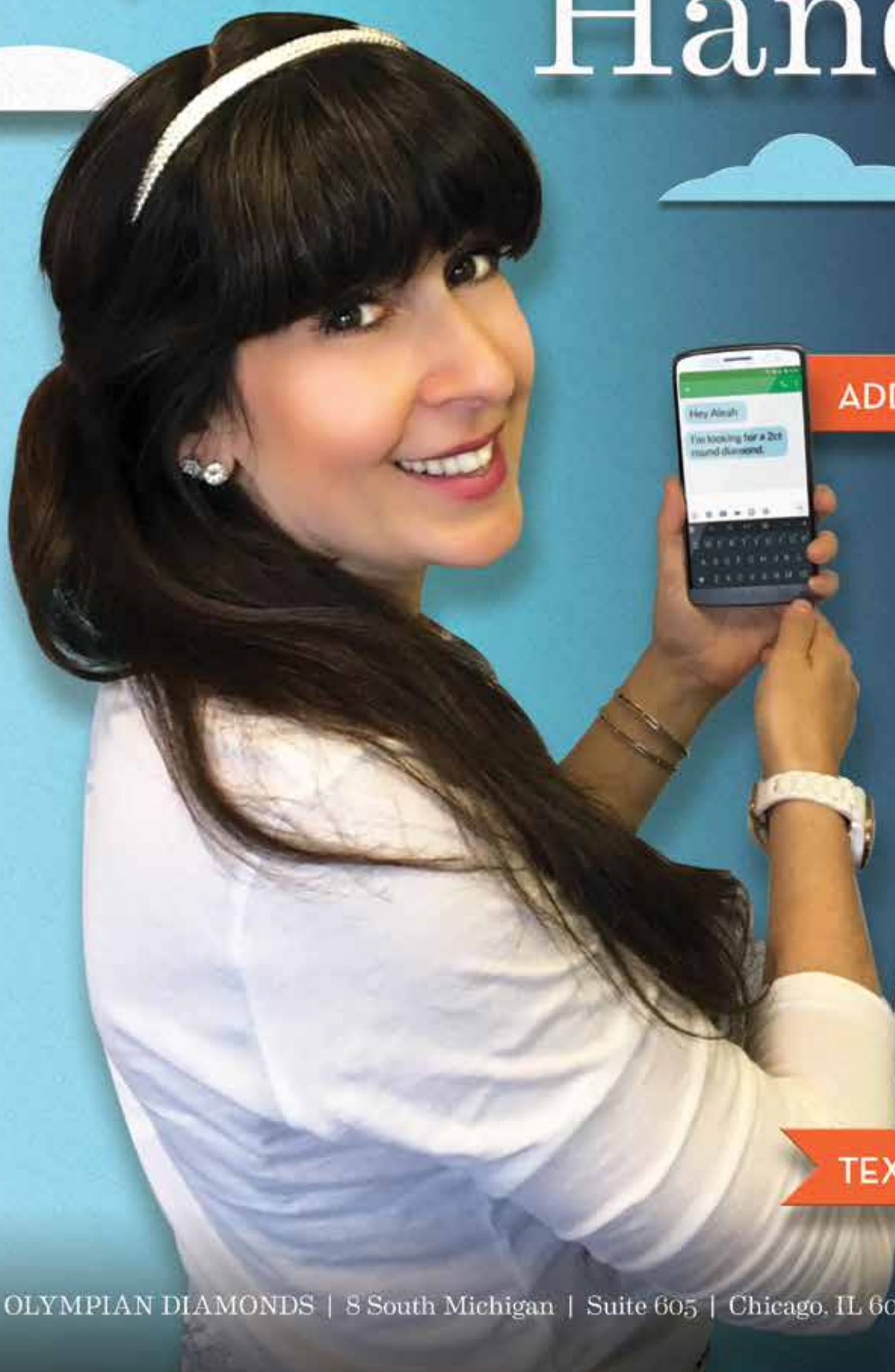
A common misconception is that the home page of a website is a landing page. Although a home page will appear in all Google Analytic reports as the most popular landing page, it's really just the main entrance page of every website. The home page is usually linked from every social media account, every online directory, Google Maps, Bing Maps, and any time someone randomly links to your website.

As the default entrance page of a website, every home page should have information that describes a little about everything you do with several images, buttons, and links to lead readers to explore deeper into the site on their own. The reader knows why they visited your website and they will guide themselves to the next page.

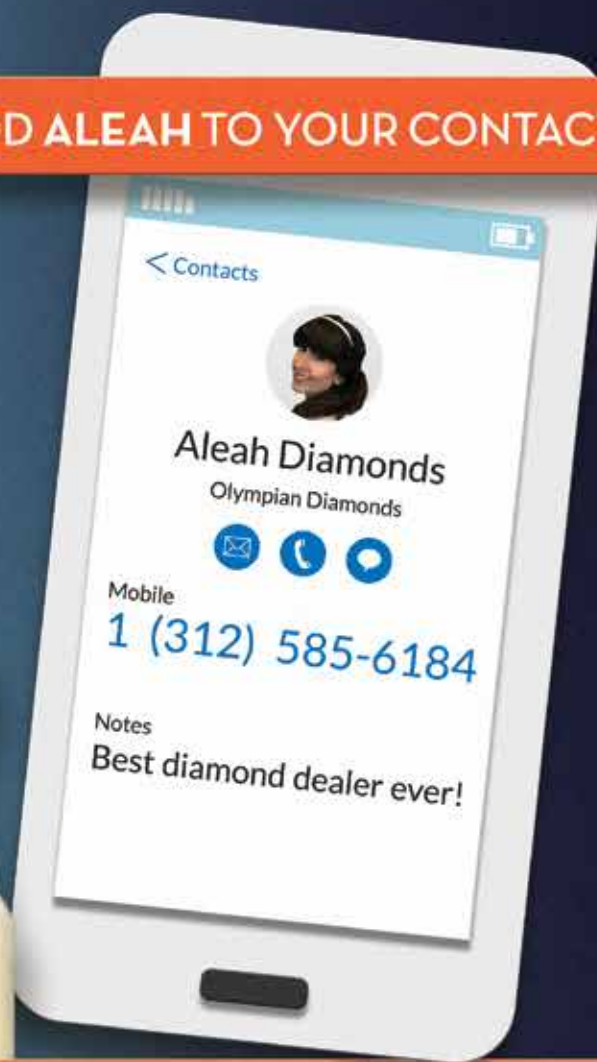
Landing pages are truly the first point of contact with prospective new customers.



Your Business in Your Hands



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AWARD WINNERS

2018 AGTA SPECTRUM AWARDS

The American Gem Trade Association announced the winners of the prestigious 2018 AGTA Spectrum Awards™. The competition was held in New York and is regarded as the world's preeminent colored gemstone and cultured pearl design competition.

The distinguished panel of judges included: Darryl Alexander, Alexander's Jewelers; Randy Coffin, Coffin & Trout Jewellers, Inc.; Andre Hahn, Vielle Jewelers, LLC; Pieter Hye, Pieter Andries Jewelers; and Dallas Prince, Dallas Prince & Company.



Joseph Ambalu,
Amba Gem Corp.



Ricardo Basta
E. Eichberg, Inc.



John Haynes
Schmitt Jewelers



Zoltan David



Deirdre Featherstone
Featherstone Design

Images courtesy of AGTA



Erica Courtney



Patrick King
Jewelsmith, Inc



Zoltan David



Gross & Currens
David Gross Group



Niveet Nagpal
Omi Prive



Avi Raz
A & Z Pearls, Inc.

Best of Show Joseph Ambalu, Amba Gem Corp. - Platinum and 18K yellow gold ring featuring a 7.16 ct. untreated Russian Emerald accented with Diamonds.

Best Use of Color Ricardo Basta, E. Eichberg, Inc. 18K yellow gold "Phoenix Rising" necklace featuring Mandarin Garnets (28.04 ctw.) accented with Paraiba Tourmalines (1.55 ctw.), Sapphires (4.68 ctw.), Rubies (3.17 ctw.), fire Opals (1.35 ctw.), tsavorite Garnets (.02 ctw.) and a .77 ct. Turquoise.

Best Use of Platinum Crown John Haynes, Schmitt Jewelers - Platinum "Solar Blossom" ring featuring a 14.73 ct. orange Zircon accented with tsavorite Garnets (.67 ctw.) and Diamonds (.65 ctw.).

Men's Wear Zoltan David, Zoltan David - Steel and 24K gold ring featuring a 25.53 ct. blue Zircon.

Best Use of Platinum and Color Deirdre Featherstone, Featherstone Design - Platinum "Wonder Woman" cuff featuring Aquamarines (4.54 ctw.), Tanzanites (2.44 ctw.), blue Zircons (1.60 ctw.), lavender Spinel (.46 ctw.), Tourmalines (.68 ctw.) and star-set Diamonds (2.64 ctw.).

Bridal Wear Zoltan David, Zoltan David - 22K and 18K rose gold necklace featuring a 46.12 ct. Opal accented with a 3.60 ct. round Opal and blue Sapphires (2.40 ctw.).

Business/Day Wear Erica Courtney, Erica Courtney, Inc. - 18K yellow gold "Emerald City" necklace featuring a 105.99 ct. pear-shaped Emerald accented with Diamonds (4.42 ctw.).

Evening Wear Gross & Currens, David Gross Group - Platinum ring featuring a 20.26 ct. cushion-cut unheated yellow Sapphire accented with Diamonds (3.60 ctw.).

Bridal Wear Zoltan David, Zoltan David - 22K and 18K rose gold necklace featuring a 46.12 ct. Opal accented with a 3.60 ct. round Opal and blue Sapphires (2.40 ctw.).

Fashion Forward Patrick King, Jewelsmith, Inc. 14K white and rose gold pendant featuring a 13.31 ct. Sapphire accented with Sapphires (.98 ctw.) and Diamonds (2.91 ctw.).

Best Use of Pearls Avi Raz, A & Z Pearls, Inc. Necklace featuring 15-18mm multicolored natural baroque freshwater Pearls accented with 14K rose, yellow and rhodium gold beads.

Classical Niveet Nagpal, Omi Prive - Platinum ring featuring a 10.23 ct. cuprian Tourmaline accented with Diamonds (2.57 ctw.), Paraiba Tourmalines (1.54 ctw.) and a .01 ct. Alexandrite.

Not Pictured

All Other Faceted Mikola Kukharuk, Nomad's - 80.25 ct. oval tsavorite Garnet.

Carving Dalan Hargrave, GemStarz Jewelry - "Frog Prince" featuring Sunstone (160 ctw.) accented with Sapphires, Diamonds, Opals, black Jade, green Jade, Chalcedony, Calcite and 14K yellow gold.

Classic Gemstone Kenneth Blount, 100% Natural, Ltd. - 91.36 unheated yellow Ceylon Sapphire

Innovative Faceting Mark Gronlund, Mark Gronlund - 96.30 ct. round spiral brilliant-cut blue Topaz.

Objects of Art Nicolai Medvedev, Impressions in Stone - Intarsia box with vaulted lid. Materials include: Malachite, Turquoise, Malachite/Azurite, Sugelite, Lapis Lazuli, Opal, cultured Pearl, Emeralds and Diamonds.

Pairs & Suites Stephen M. Avery, Stephen M. Avery - Pair of indicolite Tourmalines (41.45 ctw.).

Phenomenal Joel Price, Joel Price - 34.63 ct. oval harlequin Opal.

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How would your business look today, if our smallest floor display had been cultivating over 400 new and repeat customers annually?

- Rembrandt's charm displays generate \$4,500 - \$7,500 in sales per square foot!
- Complete selection of inventory-controlled displays available. Re-order only what you sell!
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What Retailers Are Saying

"Being a Rembrandt retailer was a no brainer for me! We carried the charms at my former employer and this was one of the first accounts I set up when I opened my own store. The Charm Program is a great way to attract customers and the charms are a gateway for larger sales!"

- Jamie Parkerson, J. Parkerson Jewelers



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Business Building
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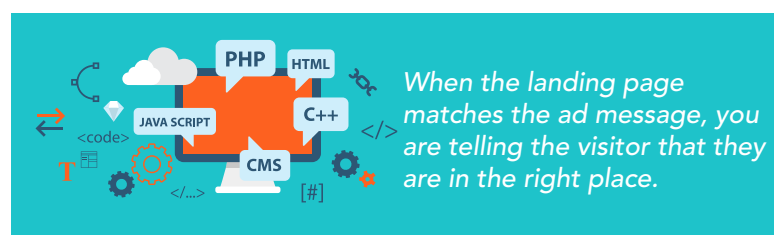
Stock
Balancing

MATCHING ADS TO LANDING PAGES

The landing page used in any single ad or elaborate marketing campaign (both online and off) should not be your home page. Instead, ask your marketing company and your website team to collaborate to create a unified approach to optimize the conversion rate of your marketing.

The purpose of a unified approach is to show someone a matching message when they go from the ad to your website. Every ad is designed to catch someone's attention quickly. The landing page is the next step to further explain what captured their attention. Without the landing page, you won't satisfy your potential customer and will result in a much lower conversion rate.

If your ad promotes a wedding ring event, then the landing page should have the specific details of that event. If the ad offers a 10% discount off their next purchase, then the landing page should have details of what they can use that 10% off



towards. When the landing page matches the ad message, you are telling the visitor that they are in the right place.

CONCLUSION

Online advertising systems make it easy to create and publish ads today without any guidance on how to make your ads effective. Without a properly tuned landing page, your conversion rates will be extremely low. You might even think your advertising doesn't work. The reality is you mismatched the message and that is what scares your customers away. Give me a call if your current web team isn't able to collaborate on your landing pages.

The reality is you mismatched the message and that is what scares your customers away.



Matthew A Perosi

Matthew Perosi reports the latest Internet trends and methods that are most relevant to the jewelry industry in his newsletters, videos, and blog available through jwag.biz. Tap into the more than 1,500 free newsletters to guide you towards better usage of websites, social, and mobile. Matthew invites your feedback and questions at matt@jwag.biz or 973.413.8211. Many questions from TRJ readers have turned into great newsletter topics.



EFFECTIVE SOCIAL MEDIA MARKETING

THE RESULTS

In the two weeks leading up to Mother's Day, Harmon implemented a social media campaign for ten retailers. It promoted a single manufacturer and included a special offer to drive consumers into stores.

Harmon shot two propped stills and a 15 second video and wrote engaging copy about the product. We put these three posts on each retailer's Facebook page, and boosted each post to a targeted audience interested in jewelry within the geographic area of the participating retailers' stores. Retailers' spent \$50 on each boosted post, for a total campaign spend of \$150 per retailer.

These are the cumulative results of the 10 retailers who took part in this pre-Mother's Day social campaign.



62,239

Number of consumers reached that fit the target demographic



100,182

Number of times boosted posts were shown



27,136

Number of targeted consumers who saw boosted posts and took an action*
*Includes liking and sharing a post, contacting a retailer, etc.



43.6%

The result rate of consumers who saw a post and took an action
According to Facebook, the average click-through rate is 4%



85

The total number of products all retailers sold over the course of the two-week campaign

In all, this was a very successful effort by Harmon. For more information please contact Jessica.Linder@theharmongrp.com

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New convenient mobile-friendly design to
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Get current pricing, check inventory levels, track packages, and print invoices or credits any time.



Alisa

This 6mm hinged bangle bracelet in sterling silver features an eye-catching large basket weave circle in 18kt yellow gold. A new and attractive two-tone look from Italy. MSRP \$985.

888-253-6600



Belle Étoile

The Emanation Collection by Belle Étoile features colorful orbs of hand-painted Italian enamel radiating in an awe-inspiring pattern. Shimmering circles of pavé-set sterling silver create sources of light. MSRP starts at \$195.

877-838-7628



Bellarri

From the new Capri Collection featuring beautifully graduated fancy cut Swiss blue to London blue topaz with diamond accents set in 14kt white gold. MSRP: \$7,190.

888-255-0192



Berco

Crescent moon diamond pendant finely crafted in 10kt white gold, accented with 0.08ctw of diamonds that represent the stars. MSRP: \$299.

800-621-0668

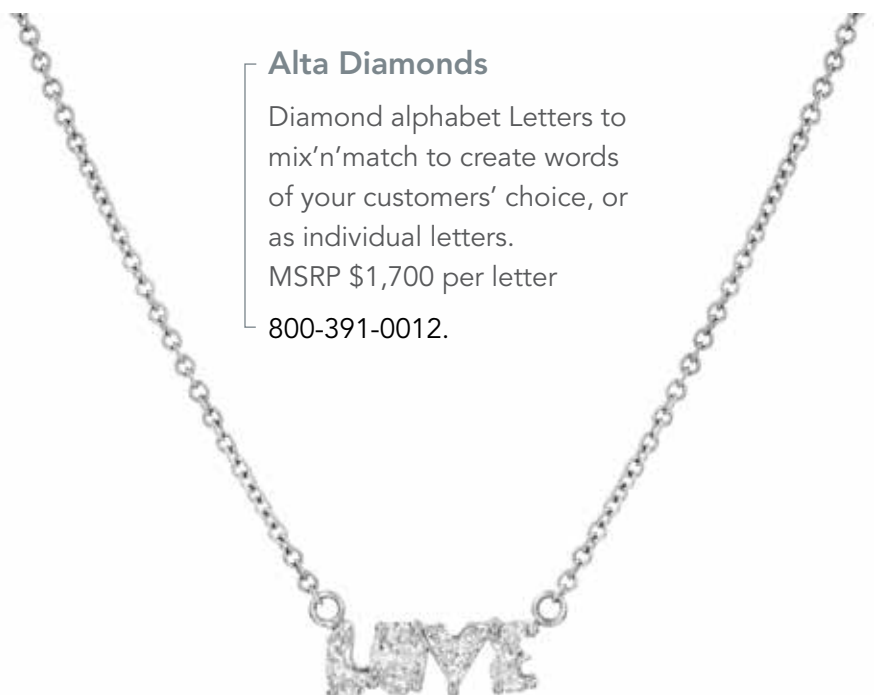


Alta Diamonds

Diamond alphabet Letters to mix'n'match to create words of your customers' choice, or as individual letters.

MSRP \$1,700 per letter

800-391-0012.





Variety Gem

This 14kt white gold fashion ring has 0.77ctw of diamonds with 1.32ctw of rubies. Also available in 14kt yellow and rose gold. MSRP: \$3,265.

800-735-4367



iZi Creations

This necklace, ideal for layering, is beautifully finished with four diamond bezels, 0.44ctw, on a double chain, it is available in 14kt white, yellow, or rose gold.

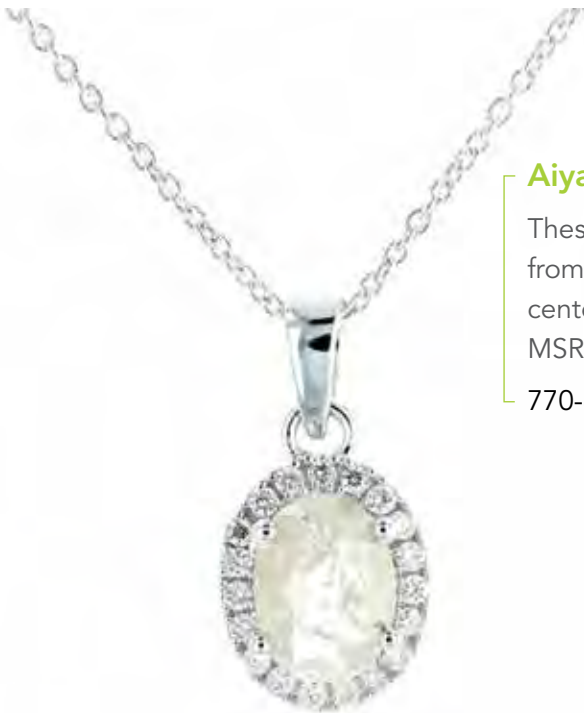
800-448-4749



Aiya Designs

These beauties have natural diamond slice centers ranging from white to grey. Each center is custom cut so no two centers are identical. Diamond slice pendants and rings MSRP starting at \$999 including the center.

770-664-1818



Mars Fine Jewelry

Beautiful hand engraved solitaires that are versatile for both diamond and colored stones centers. Ring pictured is in two-tone 14kt gold. MSRP: of \$920.

888-592-6277



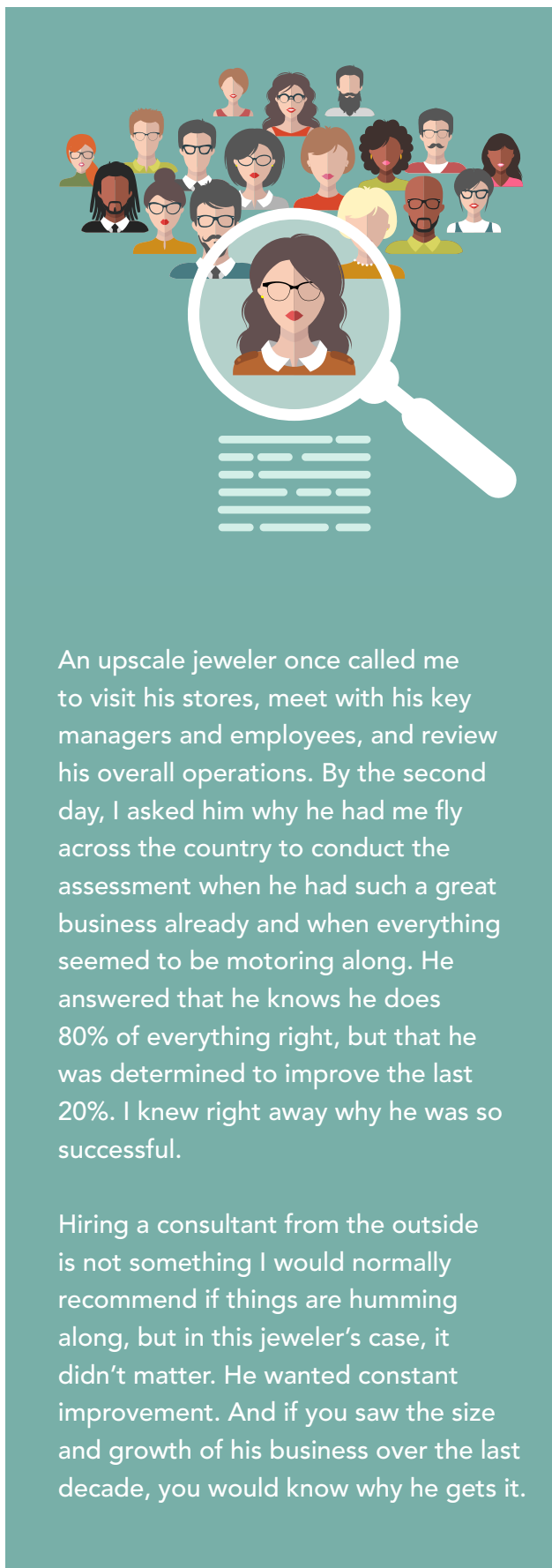
SimplexDiam

Classic diamonds-by-the-yard necklaces in 14kt white, yellow, or rose gold. All multi-adjustable from 16", 17" and 18", with a lobster claw clasp. Diamond weights in 0.25ctw, 0.50ctw, and 1.00ctw. MSRP's range from \$747 to \$2,007.

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WHY HIRE AN OUTSIDE CONSULTANT?



An upscale jeweler once called me to visit his stores, meet with his key managers and employees, and review his overall operations. By the second day, I asked him why he had me fly across the country to conduct the assessment when he had such a great business already and when everything seemed to be motoring along. He answered that he knows he does 80% of everything right, but that he was determined to improve the last 20%. I knew right away why he was so successful.

Hiring a consultant from the outside is not something I would normally recommend if things are humming along, but in this jeweler's case, it didn't matter. He wanted constant improvement. And if you saw the size and growth of his business over the last decade, you would know why he gets it.



By Bill Boyajian



WHAT DOES A CONSULTANT DO?

Some people would say that a consultant simply tells you the blindingly obvious things to do – often things you already know you should do, but need someone from the outside to confirm it. That's probably overstated, but what good consultants do – and what good owners, leaders, and managers do – is listen more and talk less.

I was doing an assessment for a family business and after speaking with the husband, I asked to speak to his wife. He asked why I wanted to speak with her. I answered: "Because she's your business partner and life partner (and I hoped soul mate) and I want to know her thoughts, too." Truth be told, I always want to speak to an owner's wife because she will keep her husband honest. So, when I asked the wife what she thought about the problem they were having in their business, she said "I told my husband not to do that years ago." I then asked the husband if he ever listens to his wife. Sheepishly, he said, "Now I do." Husbands often need to hear things from someone other than their wives, and the reverse is also true. That's one of the key values of a consultant.



WHY IS OUTSIDE COUNSEL SOMETIMES NECESSARY?

When you run a jewelry business, you are involved in so many things that you can get tangled in the weeds. You're dealing with marketing, advertising, merchandising, management, personnel, scheduling, purchasing, inventory control, appraisals, repairs, and the list goes on. One of the great values of someone from the outside is that they are able to see the business and the issues of concern from a higher elevation and with an unbiased eye. You pay a consultant to help you solve problems, give advice, and hold you accountable to what you know you should do, but won't do, without outside help.

This isn't therapy – although some would claim it to be. It is practical, reasoned, well-thought-out counsel that you often can't live without or can't run a business without. A consultant's wisdom, intelligence, and experience is revealed more by the questions he or she asks than by the assertions that are made. The questions create a learning environment and a thought-provoking mechanism to get to the answers that everyone is seeking.



SOME KEY QUESTIONS

Here are some questions I ask, and ones you might consider asking yourself as you contemplate outside counsel:

What caused you to pick up the phone or contact me today? (Often jewelers have been thinking about it for months or even years, but something happened that day to prompt the call.)

What has changed recently that has created this new sense of urgency?

What is the single over-riding problem or concern that you want to solve? (Sometimes it's a business issue, but often it's a personnel issue, a family problem, or a business transition or succession issue.)

What will make you happy? (One father simply said, "I want to get along with my son in our business." Bingo! We have our answer.)

Have you already tried to solve this problem? If so, what were the results?

What will happen if you do nothing?

I need to know everything from a deeper perspective, so will you please allow me to probe into the personal issues?

What will success look like for you when we're done?



SUMMING UP

My father once told me to never take on a partner in business unless you really need one. I think that's also good advice for business owners who are considering hiring an outside consultant. If everything is going well, you probably don't need one, unless you're like my client above who is fanatical about growth and continuous improvement. But most jewelers really do need help and advice. Fortunately, in our industry, there are plenty of good consultants who are extremely helpful (and quite reasonable), so there is no reason not to engage one if you really need the help.



Bill Boyajian

Bill is the former long-time president of the Gemological Institute of America, and is currently founder & president of Bill Boyajian & Associates, Inc. His company consults for a wide variety of businesses in the gem and jewelry industry, specializing in leadership, business, and organizational development, family transition, and succession planning. Bill is the author of *Developing the Mind of a*

Leader – Your Path to Lead and Inspire People. He is a sought-after business coach and speaker, and can be reached at bill@billboyajianassociates.com.

Learn, Grow, Get Charged Up, Repeat



In 2004 my father joined IJO and started bringing me to conferences shortly after. I had been going to the Vegas and Tucson shows since I was little, and they're great, but I prefer IJO above them all. I like the accessible size, the quality of the vendors

and the chance to explore a new city twice a year. But top for me is the education. In this ever-changing industry it is imperative to stay on top of the latest sales techniques, gemological discoveries and marketing trends.

The Digital Boot Camp that IJO offered at our last conference blew my mind. I thought I knew what I was doing with Facebook, Instagram, and other social media platforms, but it turns out I had a lot to learn! IJO brings the most amazing speakers, trainers and experts in different fields together and I leave every conference recharged and excited about getting back to work.

On top of that, I've made lifelong friends and mentors that I can lean on for advice anytime. One insisted I call him for help



with a question I had posted on the INDY Channel (IJO's private message board) even though it was Valentine's Day! From networking and brainstorming at team clinics to the cocktail parties, we help each other grow and really care about the success of our fellow members. I'm looking at another record year and owe a lot of that to being part of IJO.

**Casey Gallant, Stephen Gallant Jewelers,
Orleans, MA**



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To learn if you are eligible for membership in IJO call Penny Palmer at 800.624.9252 or email penny@ijo.com

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HELP, I'VE FALLEN AND I CAN'T GET UP!



03 TAKE ACTION

It's the lack of action, the perception of being 'paralyzed', or 'stuck' that leads to the feeling of being powerless. Compounding this is the perception that, no matter what you do, it is not producing the desired results. This feeling of frustration and paralysis may result in self-inflicted pressure to do SOMETHING. Just, something. Anything! Unfortunately, seemingly random attempts to 'fix' things may create more frustration. Taking quick action to fix the surface issue, or to motivate changes in behavior, without being well-thought out can damage how your team perceives your leadership, and often leads to the sense of injustice or snapshot management—where you act with urgency based on something you saw, without understanding the details.

Take the answers to steps 1 and 2 and combine them into an action plan. Determine the priorities and tackle one item at a time. You may find yourself bewildered and discouraged if you try to implement everything at one time. Identify your TOP priority. What is it? Is it teamwork, communication, commitment, or something else? Maybe it's the sense of urgency to accomplish tasks, or conflict among the team members. No matter what it is, identify it clearly, and develop a strategic, well-thought out plan to address it.



04 PUSH LIFE ALERT! SEND A SIGNAL AND GET AN EXPERT.

Leading people is complicated—because people are complicated. The ripple effect that occurs when you take one action is often difficult to anticipate. Every facet of your business is interrelated. Most independent jewelers do not come to the table with a degree in talent management. Maybe it's time to call in an expert (like me!) who can offer observations and recommendations that can make your life, your team, and your business better. If you are tired of feeling exhausted, frustrated, and lackluster, find a consultant with whom you connect well. One that you trust. Share your frustrations, your vision, and your priorities, and let them help you create a healthy environment where you can stop feeling like you are falling—and you can't get up.

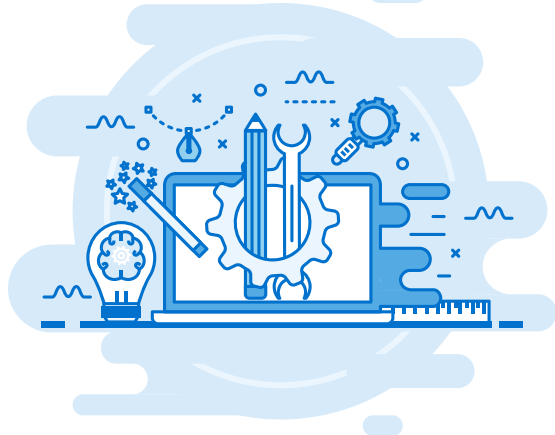


Susan Arlin

Susan Arlin is a staff and leadership development specialist in the jewelry industry. With over 30 years of experience in the jewelry industry, and a Master's Degree in Organizational Behavior, her specialty lies in developing groups of individuals into high-performance teams. Her company, Brilliant Performance Group, LLC™ <https://www.brilliantgrp.com> is dedicated maximizing

the return from your most important asset—your team. To contact Susan directly to discuss how your team can improve, email her at susan@brilliantgrp.com.

GENERATING CREATIVE ASSETS TO SUPPORT IN-STORE PROMOTIONS



describe the event and include the time and place details. Put it in a callout box or column alongside the article itself. After all, you've already written it.

Facebook or Instagram, or Both. Post the third emotional image in your feed. Use the two sentence description and the time and place details as the post. Link to your website's calendar listing, blog, or news, where you've placed the information natively. Boost your post to your ideal customers, using what you know about their characteristics and geography.

Create a carousel ad for social media, with the 3 emotional images first and the inventory image last. The statement is your headline. The supporting sentences, the post that accompanies the ad. And guess what? The details will be found after the link to—you guessed it—your calendar entry, blog, or news. Make a facebook event, using the same hero image you've used on your home page, and all of the text you've already written. Invite all of your friends on facebook, and encourage them to do the same.

Digital Ads. If you are marketing digitally, make four ads for use in the digital space. Statement (Headline) is already written. This headline goes on top of each of the four images. It clicks through to your calendar page, blog, or news.

With just four images and three small pieces of text, you've armed yourself with a multi-channel campaign that will generate a flurry of activity. If you do direct mail or place ads in print, they should contain these very same components, generating a cohesive, recognizable identity system for your event.



Anne Drummond

Anne Drummond is the Senior Creative Director for Advance 360, a digital marketing firm based in New York. Advance 360 has a concentration in the jewelry industry, offering creative and data driven strategies for retail jewelers and wholesalers. Reach Anne at adrummond@advance360.com or check us out at <https://www.advance360.com/jewelry-industry/>.

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THE **ULTIMATE** TO DO LIST TO BRING CUSTOMERS TO YOUR STORE

By Gloria Macaroni



When consumers can buy any product at any time—from a multitude of competing retailers—it's the in store buying experience that separates the leaders from the rest of the retail pack. It's the consumer experience that matters, not the sale or the selection, but the total retail "experience". A good customer experience provides great customer service and brings them back time and time again.

Despite the increased focus on digital and mobile shopping channels, brick and mortar retail remains an important touchpoint for the modern consumer. According to the National Retailer Federation's quarterly report, 74% of consumers say they typically visit the store to buy something specific rather than to browse. However, compared to older shoppers, younger generations are more likely to view the store as an opportunity to socialize and explore; 48% of Gen Zers and 35% of Millennials say they typically visit a store just to browse.

Another positive statistic on brick and mortar sales is from NRF President and CEO Matthew Shay that states, "Not only is retail not dying, most retailers are adapting to changes in consumer preferences, behavior and technology — as they have throughout history."

Over the last decade, retail sales and jobs have continued to grow despite challenging economic conditions. And despite the press on store closings, data from IHL Group shows a net increase in store openings of over 4,000 in 2017.

GOOD CUSTOMER SERVICE PAYS BIG DIVIDENDS

Today more than ever, you need to capture the attention of your future customers and keep your current customers. Without consistent and excellent customer care, customer loyalty is unlikely, especially in this economy where buyers have so many places to shop. Now more than ever in business, you need to find ways to differentiate yourself. Creating a unique customer experience in your store can be your key to your future success.

A few questions you should ask yourself are:

- Does my store have a distinct personality?

- Do I and my staff promote a positive, friendly and professional environment?
- Is my staff well trained and knowledgeable about the collections that we offer?
- How can I differentiate my store from on-line retailers and my brick and mortar competition?

Here are some key customer service points to create a positive customer experience:

GREET A CUSTOMER AS YOU WOULD A GUEST

- Greet shoppers like they are coming to your home, in a friendly and positive manner.
- Say good morning, good afternoon or good evening within 15 seconds of a shopper entering your store.
- Let customers browse a bit, then return to make a positive statement about something they are looking at.



Belle Etoile
Silver Bangle
MSRP \$450
Belleetiolejewelry.com



Belle Etoile sends e-blasts to their retailers with updates on training tips and exciting news such as media and celebrity placements to help them use in their sales pitches in store.

LISTEN TO YOUR CUSTOMERS

Is there anything more exasperating than telling someone what you want or what your problem is and then discovering that that person hasn't been paying attention?

Let your customer talk

Show them that you are listening by making the appropriate responses,

- Suggest a few options and ideas.



Kelim Silver Earrings
MSRP \$156.
kelimjewelry.com



Kelim provides brochures that explain the story of the brand, and how to care for the jewelry

TRAIN YOUR STAFF IN THE ART OF CUSTOMER SERVICE

- Train your staff to be always helpful, courteous, and knowledgeable.
- Do it yourself or hire someone to train them.
- Talk to them about good customer service and what it is and isn't regularly.
- Discuss good and bad examples of customer service and learn from them

Frederic Duclos Silver Pendant
MSRP \$270. fredericduclos.com



Each piece is packaged in a distinctive box and includes an art card with a short biography of the award-winning designer.

UTILIZE THE PRODUCT INFORMATION PROVIDED

- From quality and care guides to U-tube videos, many jewelry brands and designers provide a host of information about their collections- everything from the metals they use to the designer's profile, make the most of this information and watch your sales grow!
- Challenge each sales associate to become a brand expert
- Ask each associate to learn all they can about a specific brand or designer
- Have weekly "information sessions" and ask each associate to share what they learned and train the other sales staff



Bastian Inverun Silver
Necklace
MSRP \$1,150.



Bastian offers a complete portfolio of information and selling tips on their web site with easy access for the jeweler www.bastian-inverun.com

EMPOWER YOUR STAFF

- Give every member of your staff enough information and power to make those small customer-pleasing decisions, so they never have to say, "I don't know, but my manager will be back at..."
- Be sure that the staff is aware of all promotions and sales
- Be sure to be consistent with discounting guidelines.
- Encourage sales associates' comments and suggestion.
- Acknowledge good leadership.

Phillip Gavriel provides numerous marketing materials to the retailer to help convey their brand message to the consumers, while maintaining consistency and building awareness.



Phillip Gavriel Silver Cuff
MSRP \$1,112.
phillipgavriel.com



Phillip Gavriel provides numerous marketing materials to the retailer to help convey their brand message to the consumers, while maintaining consistency and building awareness.

DON'T MAKE PROMISES THAT YOU CAN'T KEEP

- If you say to a customer, "Your repair will be completed on Tuesday", make sure it is ready on Tuesday. Otherwise, don't say it.
- Think before you give any promise - because nothing annoys customers more than a broken promise.
- Reliability is one of the keys to good customer service.



Martha Seely Sterling Earring
Marthaseely.com
MSRP \$286.

Martha Seely provides look books, company and designer bio and care information in accessible brochures



DEAL WITH COMPLAINTS

No one likes hearing complaints, but if you give the complaint your attention, you may be able to please the customer and position your business to reap the benefits of good customer service. Properly dealt with, complaints can become opportunities.

Alex Woo Silver Pendant MSRP \$128.



alexwoo.com

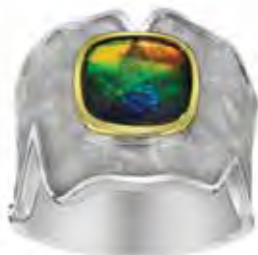
Alex Woo offers various training videos: Alex Woo What's Your Story: <http://vimeo.com/46847158> and jewelry care and storage guides.

BE HELPFUL - EVEN IF THERE'S NO IMMEDIATE PROFIT IN IT.

Replace a watch strap pin or remove a watch bracelet link- and do it at no charge. You will turn this service into a customer of the future who will share their great customer service story with others. Think of it as a long-term sale.

Keep your eye on the customer, not on the profit.

Korite Silver Ring MSRP \$425
Korite.com



All KORITE jewelry comes with a Certificate of Authenticity, KORITE offers a lifetime guarantee. Register your KORITE jewelry at KORITE.com

GIVE MORE THAN EXPECTED

- Think of ways to elevate yourself above the competition. People love to get more than they thought they were getting, but don't think that a gesture has to be large to be effective. Some ideas:
 - Include a coupon for a future discount.
 - Offer a free jewelry cleaning service.
 - Mention the date of an upcoming trunk show or event.



Nambe Sterling Cuff
nambe.com MSRP \$325.



Nambe provides in depth information about the crafting of their silver pieces - and explains the process from the foundry to the finished piece.

TREAT EMPLOYEES WELL

- Employees are your internal customers and need a regular dose of appreciation.
- Appreciation stems from the top. Treating customers and employees well is equally important.
- Thank them and find ways to let them know how important they are.
- Treat your employees with respect and chances are they will have a higher regard for customers.
- Do your best to keep your employee turnover rate low, because replacing a knowledgeable salesperson is costly and time consuming.

ADDITIONAL RESOURCES FOR SALES TRAINING:

Many of the Jewelry trade organizations offer a wealth of information and training programs. Here are just a few:

- The Silver Promotion Service offers an in-depth e-learning module entitled: The Silver Experience visit: savorsilverretailconnection.com for more information
- Jewelers of America: offers training certification for sales associates and management professionals. www.jewelers.org/ja/careers-education/certification
- American Gem Trade Association. The AGTA provides information about colored stones and cultured pearls. agta.org/resources
- The Diamond Council of America: offers a range of distance learning programs. www.diamondcouncil.org
- The Platinum Guild: provides training and technical information about platinum. www.platinumguild.com/platinum-training
- The Cultured Pearl Association: offers "Pearls as One" a comprehensive pearl course. pearlsasone.com

TRJ

The Facts of the New FTC Jewelry Guides

On July 24, 2018 the Federal Trade Commission released the final revision to its Guides for the Jewelry, Precious Metals, and Pewter Industries, otherwise known as the "Jewelry Guides." There are some significant changes in these revised guides that impact most parts of the trade.

JVC exists to translate legal compliance issues for the trade, there are currently a lot of misconceptions circulating and we want you to have the accurate information. With the release of the new Jewelry Guides, JVC will educate every level of the jewelry supply chain on how these changes actually affect their business. Please join us in one of the upcoming webinars to fully understand these important changes.

"Diamond" still means diamond. In an advertisement/marketing piece in print or online, the word "diamond" alone still means a natural diamond from the earth. Laboratory grown diamonds must be disclosed using "Laboratory-grown," "Laboratory-created," "[Manufacturer name]-created," or a similar or like word or phrase that clearly discloses the nature of the product. If the word "cultured" is used, you must also have one of the disclosures above; "cultured" cannot be used alone. It's still okay to use the word "synthetic," just not in a way that implies it's a simulant. The words "real" "genuine" "natural" "semi-precious" and "precious" can only be used to describe diamonds and colored stones from the earth; these words cannot be used to describe manufactured or artificially produced products. The 10karat minimum on gold has been eliminated. There is no floor on what can be called "gold" so long as the fineness is disclosed. All rhodium plating must now be disclosed.

Exciting New Things Happening at Michou!

Michou is excited to announce two new branding opportunities for retailers.

Custom Marketing Materials Including: Product images for websites, backlit signage, advertising etc. Michou will create images that exactly meet your specifications. The images come in various sizes and are available from as large as 5 feet and can be scaled and cropped to fit your needs. They have sizes already optimized for Facebook, Instagram, HD slideshows, posters, postcards etc.

Michou Jewelry Displays: During the 2018 show season, Michou asked retailers what they wanted to see for 2019 for marketing. Almost all stated they wanted branded jewelry displays. Michou has been working with Box Brokers to create

customized jewelry displays that meet retailers' needs for case sizes and spacing. There will even be a custom cuff display to show off those famous Michou cuffs,

In addition to Michou's outstanding customer service, trunk show programs, and stock balancing, Michou is busy developing important retailer benefits such as an incentive program, social media support, new info cards, sales training, in-store video loops, and an updated website. To know more about developing Michou retailer support for your store contact Dinorah directly at Michou at 530-525-3320 or email at dinorah@michou.net



Heat-Resistant Silicone Finger Guards – A Gesswein Exclusive.

Gesswein Silicone Finger Guards will bring your jewelry polishing to a new level of precision. The unique properties of Silicone Rubber have a snug-fitting, heat-resistant finger guard that conforms to your fingers. Ideal for polishing applications or other tasks that emit heat buildup. Eliminates the bulky feeling that other materials have and provides a much better "feel" of the work while polishing. Bright blue color makes them easy to spot on the bench and they are powder-free, latex-free and non-slip. Washable and reusable, this is an innovative one-size-fits-all design. Three to a package.

For More Information contact sales@gesswein.com at 203.366.5400 or visit www.gesswein.com



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New and Noteworthy

Roger Dery Launches Non-Profit Focused on East Africa

Roger Dery of Roger Dery Gem Design, with his wife Ginger and daughter Rachel, has launched Gem Legacy, a 501c3 nonprofit organization dedicated to education, vocational training, and local economies in East African mining communities.

"Gem Legacy is dedicated to what we've been doing in Africa for over 20 years," said Roger Dery, President of Roger Dery Gem Design and Gem Legacy, Inc. "In our 57 combined trips to Africa, we have met thousands of people in East Africa's remote villages and bush mines where gems have had a remarkable influence on their lives. Gems bring hope, make a difference, and leave a lasting change... a timeless legacy. It is time to raise up an army to support the husbands, wives, daughters, sons, brothers, sisters, granddaughters, and grandsons of gemstones."

The organization has several initiatives, including Gem Faceting Training, Kitarini Primary School, and Gemological Training. 100% of every donation returns directly to the communities where gems are mined.

For more information about Gem Legacy, Inc. or to donate, please email info@gemlegacy.org or visit gemlegacy.org.

To learn more, follow Gem Legacy on Instagram @thegemlegacy and on Facebook @thegemlegacy.



Rachel Dery

Charms Used to Honor Fallen Marines

In memory of the sixteen servicemen who lost their lives in the downed KC-130T plane, 4-miles East of Moorhead, Mississippi on July 10, 2017, Lynbar Jewelers customized memorial bracelets with Rembrandt Charms for their loved ones to honor their service.

LaNelle Brown-Tollison, owner of Lynbar Jewelers paired a pearl bracelet with Rembrandt's engravable charms to give to each wife, mother or fiancé of the fallen soldiers at the dedication of the Yanky 72 memorial one year after the tragic event. The heartfelt gesture gained significant local and national recognition for Lynbar Jewelers.

"We appreciate the sacrifices that our military and their families make to protect our great nation and we thank them for their service. We hope that honoring these fallen servicemen will



bring some peace to their loved ones and help them to cherish the memories of love shared," said Eric Lux, Vice President, Rembrandt Charms.

For 70 years, Lynbar Jewelers has continually found ways to impress the Mississippi Delta and its guests. Lynbar's offers an always-evolving selection of fine jewelry, including estate pieces and custom designs.



Jewelers Mutual Acquires Business Operations of TransGuardian

Jewelers Mutual Group continues to expand its product offerings in support of its core insurance business by purchasing the assets of TransGuardian, Inc., a shipping logistics software company. TransGuardian's creation in 2005 was an innovative breakthrough for online logistics services, developed by a team who has designed innovative shipping solutions since 1980.

"Jewelers Mutual is dedicated to providing value to our jewelers and offering a shipping solution is another way to do so," said Scott Murphy, president and CEO of Jewelers Mutual. "With this acquisition, we take a major step forward by combining an industry-leading solution with our talent and resources to create a holistic shipping solution for the entire industry."

Jewelers Mutual partnered with TransGuardian in 2017 to present JM Shipping Solution™, a convenient, cost-effective, and safe way to ship jewelry that allows the user to take advantage of exclusive discounts, insurance options for their packages, and more. As part of Jewelers Mutual, the former TransGuardian business and team, led by Jim and Madlene Moseley, will continue to serve enrollees of the JM Shipping Solution, as well as their current customer base.

"Being welcomed into a 105-year-old company like Jewelers Mutual means access to a wide range of talent and resources," said TransGuardian leader, Jim Moseley. "Together, we will enhance our customer experience and roll out bigger and better enhancements and discounts." "The needs of the jewelry industry will continue to change. Jewelers Mutual is committed to navigating those changes to continue to provide

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24KaratRose.com

SEE THE VIDEO: 24kHolidayHug.com

solutions that raise the tide of the entire industry," added Murphy.

All current TransGuardian employees are being welcomed onto the Jewelers Mutual team. TransGuardian's customer-facing service centers in New York City and Los Angeles will continue operations uninterrupted as part of the Jewelers Mutual Group.



Madlene Moseley



Jim Moseley



Scott Murphy

Versatile Microscopes for the Gemological Professional

Three Accu-Scope's designed for the discerning gemologist ranging from the cost-effective Gem Scope 3052-Gem to the state-of-the-art Gem Scope 3075-GS.

Gem Scope 3052-Gem is portable, compact and uses rechargeable AA batteries allowing the gemologist to work anywhere. Built-in LED illumination for viewing stones at 10x and 30x magnification with the included WF 10x/20mm eyepieces.

Gem Scope 3075-GEM delivers excellent flatness and depth of field via an advanced Greenough optical system. Features magnification range of 10x-67.5x with the included WF 15x/15mm eyepieces and LED illumination.

Gem Scope 3075-GS offers crisp high-resolution images, brightfield/darkfield illumination, and two different reflected light sources for viewing facets and surface graining. A 325° rotatable base with 10x – 67.5x zoom range, an optional pin point and variable LED



8100132 3075-GS



8100130 3052-GEM



8100131 3075-GEM

light guide provides a best in class solution for discriminating jewelry retailers. All three have a 5-year limited warranty for parts and labor, 3 years on electronic components.

For More Information contact Gesswein at 203.366.5400 or Visit www.gesswein.com.

British Brand Anchor & Crew Lands in America

Anchor & Crew is a handcrafted British-based jewelry and accessories brand which has become well-known and highly trusted over the years, notably within the mens /unisex jewelry market and boasts five industry awards in the last four years.

An official UK brand to watch, Anchor & Crew is available at some of the world's leading fashion/department stores such as Lotte of South Korea, Beymen of Turkey, Wolf & Badger of UK and The Iconic of Australia, and is now available in the US via the brand's exclusive American distributors, Sevon Group of Chicago.

With an aesthetic that showcases a combination of British craft manufacturing and discerning modern-minimalist style, Anchor & Crew is an ethical brand who believes in having a highly traceable supply chain; both of these agendas have contributed to the brand's rising popularity and success.

Taking ownership of an exploratory lifestyle and promoting the Happy-Good Life, Anchor & Crew's celebrated craftsmen create unisex jewelry, accessories and lifestyle goods for the Modern men and women. The brand's social media and marketing focuses on quality but casual styles. Anchor & Crew is timelessly British by both design and manufacture with all manufacturing is done in Nottingham, England. You can view the Anchor & Crew catalogs online at www.anchorandcrew.com or call 312-392-1900



Jewelers 24 Karat Club of Southern California Announces 2018 Honorees

The Jewelers 24 Karat Club of Southern California and its Board of Directors announced the Club's 2018 honorees, who will be recognized during its 74th Annual Dinner Dance and Gala, which will take place at the Beverly Hills Hotel in Beverly Hills, CA. on Saturday, October 6th.

This year's Excellence in Service honorees are Thomas Blumenthal and David Marcus. Blumenthal is the CEO of Geary's Beverly Hills, and has been at the helm of the luxury store since 2003. He is the grandson of Fred and Ruth Meyers, who took over the business in 1953 to create a true landmark in Beverly Hills. Marcus is the owner of Marcus Diamonds, Los Angeles. He was instrumental in the creation of the Diamond Club West Coast and served as President for many years. Marcus still sits on the Board of Directors today.



Thomas Blumenthal



David Marcus


"Tom and David have both made a tremendous impact on our industry, and exemplify a high standard of professionalism, business ethic and a commitment to excellence, true to the 24 Karat Club's mission," said Karen Signorino, the 24 Karat Club's president.

Additionally, the 24 Karat Club is honoring Dave Bindra, of B&B Fine Gems with the 24 Karat Club's Rising Star Award.



Dave Bindra


"The Rising Star Award was created to honor a young leader that has shown passion and commitment towards the betterment of our industry," said Karen Signorino, "Dave is very deserving of this honor as he, in the 10 years since he joined, has helped to grow B&B Fine Gems, the colored stone wholesale business his father and mother built, and has created a niche, boutique house that specializes in very fine quality materials. Dave is currently the President of the Los Angeles Chapter of the GIA Alumni Association and sits on the Board of Directors for the Jewelers Vigilance Committee. He is a gifted professional with a proven dedication to this industry, truly worthy of this honor and recognition."



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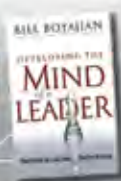
"My husband and I needed a trusted advisor to help us navigate the issues of a business transition and succession plan with our son. Bill Boyajian's experience in our trade and insight and direction with our whole family has been invaluable to both generations. We think of Bill as the very best 'family mentor' we could possibly have. I couldn't recommend him more highly."

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New Look for Connoisseurs

Connoisseurs Products Corporation has designed all-new packaging for its "Classic Red" line of jewelry cleaners. Launched in September, consumers will see packages with bolder graphics, easy-to-read label instructions, and photos which clearly differentiate their jewelry cleaners by jewelry type.

"Our new "Classic Red" packaging demonstrates our commitment to consumers," said Douglas Dorfman, President and CEO of Connoisseurs Corp. "With dramatic jewelry photos, our consumers can now readily see which cleaner is best for each jewelry type: gold, silver, pearls, etc. In this age of instant decision making and grab-and-go purchases, our new packaging will stand out online and on store shelves."

Consumer Favorites with a New Look

The newly packaged products in the Connoisseurs Classic Red lineup include: The liquid dip cleaners: Precious Jewelry Cleaner for Gold, Diamonds and Precious Stones; Silver Jewelry Cleaner for Sterling Silver Jewelry and Delicate Jewelry Cleaner for Semi-Precious Stones and Pearls; Jewelry Wipes, a Quick Beauty Treatment for Gold and Silver Jewelry; Gold Ultra-Soft Polishing Cloth for Gold Jewelry and Silver Ultra-Soft Polishing Cloth for Silver Jewelry, both with exclusive anti-tarnish formulas and Quick Jewelry Cleanser for gold, platinum, diamonds, and all gemstones, including pearls.

"Retailers are reporting they love our new look," added Dorfman. "The bold red packaging with beautiful jewelry graphics help retailers to clearly delineate the jewelry cleaning section in their stores."

For product orders please contact: Ron Mangini at 800-851-5333, Ext. 294 or email; Rmangini@Connoisseurs.com





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The Retail Jeweler 2018 Closing Dates			
ISSUES 2018	CLOSING DATE	DELIVERY DATE	SHOW ISSUES
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Mar/Apr	02/09/18	03/22/18	JIS*
May	03/23/18	04/30/18	JCK*, JIS*, Las Vegas Antique*, Couture*
June	04/23/18	05/28/18	JCK, JIS
July/Aug	06/11/18	07/17/18	JANY, SJTA*, Select*
September	07/27/18	09/03/18	Centurion*, JIS*, Select
October	08/24/18	10/05/18	Select, JA-Special Delivery
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Latest MVI Research Focuses on Millennial Self Purchasing Females

Luxury Growth Demographic of Opportunity

- 30 plus year spending cycle just beginning
- Brand attachments in their formative stage
- Content engagement, style, adornment to propel brand loyalty

MVI Marketing LLC (MVI) recently completed another in a series of quantitative research studies with Millennial Self Purchasing Females (SPFs) to better understand the opportunity with this unique growth demographic for luxury goods. This study focused on 3 core product segments: Jewelry, Shoes and Hotels.

The results reinforce reasons for optimism for luxury brands seeking an entry level point with millennial consumers. In general respondents to this study identified the top 3 motivators of why they purchase for themselves as:

- So they can get exactly what they want
- To celebrate a milestone
- Just because

Nearly 91% indicated they research a brand before buying. Specifically related to shoe purchasing, respondents to this study rated Coach, Kate Spade, Gucci as the top shoe brands they own or are most likely to purchase and nearly 60% will spend up to \$150 on their next shoe purchase.

As for the hotel category, over 40% will travel at least once a year with girlfriends and the hotel brands they will most likely book for themselves are Hilton, Marriott and Hyatt. Booking on the hotel website is the most preferred method and location, guest reviews and room size are the 3 most important value drivers when booking a hotel.

When it comes to jewelry, respondents to this study rated Tiffany, Pandora, Swarovski as the top jewelry brands they own or are most likely purchase.

In a new jewelry category, over 13% of respondents said they are very likely to purchase lab grown diamonds, over 43% said maybe they would purchase lab grown diamonds but don't know much about them and 21% said probably they would purchase lab grown diamonds as they are hearing more about them.

After reviewing the results of this research, MVI's President, Liz Chatelain, described this consumer segment as a luxury

consuming high speed railroad train just beginning its journey. "You can see all the signs of a demographic segment that will be spending for themselves, and for gifts, in increasing numbers and escalating price points," Chatelain said.

She continued, "Luxury brands like Tiffany, Marriott and Jimmy Choo are already seeing strong penetration based on their recent video content marketing efforts and others seeking an answer to millennial consuming puzzle should become more aggressive with their content marketing to young Self Purchasing Females."

The study was conducted online between 15-20 July 2018 and completed by 1,001 respondents with this demographic profile:

- 25-40 years of age
- \$75,000 household income and higher
- Female only
- USA only

The full report is available at MVIMarketing.com



Rio Grande Calls for Entries for the 2019 Saul Bell Design Award Competition

Rio Grande announced its call for entries for the 19th annual Saul Bell Design Award, an international design competition that challenges jewelers and metalsmiths to pick up their tools and seize their moment.

"The Saul Bell Design Award Competition offers designers a challenge unlike any other," says Rio Grande Creative Director Jamie Gros, "to compete on an international level, to have their work judged by iconic names in the jewelry industry, and to be celebrated alongside a list of amazing winners and finalists."

One of the jewelry industry's foremost design events, the Saul Bell Design Award competition is unique for its intensive judging process. Two rounds are judged by a total of 10 jewelers and industry leaders who are masters of their craft. In the initial round, five judges look for originality of design, proposed



use of materials, and aesthetics to select finalists. In the final round, a second panel of five judges examines completed finalist pieces up close, in the hand, and on model, looking for successful incorporation of materials, wearability (except in the Hollowware category) and quality of workmanship.

There are nine categories in the 2019 competition: Gold/Platinum, Silver/Argentium® Silver, Enamel, Hollowware/Art Objects, Alternative Metals/Materials, two categories of Emerging Jewelry Artist, and two categories of Jewelry Collection.

The Emerging Jewelry Artist categories encompass two age ranges: 18 years old and younger (high school age), or 22 years old and younger (college age) as of October 25, 2018. The two Jewelry Collection categories invite designers to create a cohesive set of wearable pieces (such as a coordinated

necklace, bracelet and pair of earrings). Jewelers can compete in Jewelry Collection Couture/Fine, representing a line of luxury jewelry, or Jewelry Collection Fashion/Bridge, representing a line of trend-setting jewelry.

Entrants can pay a discounted early-bird fee of \$75 for work submitted through September 17, or the regular \$125 fee for work accepted through the final October 25 deadline. All Emerging Jewelry Artist submissions are just \$25 through the final October 25 deadline.

Entries are accepted through October 25, 2018. Finalist pieces are due by January 25, 2019. The entry form and detailed information about the competition, including submission guidelines and information about each of the categories, are available at saulbellaward.com.

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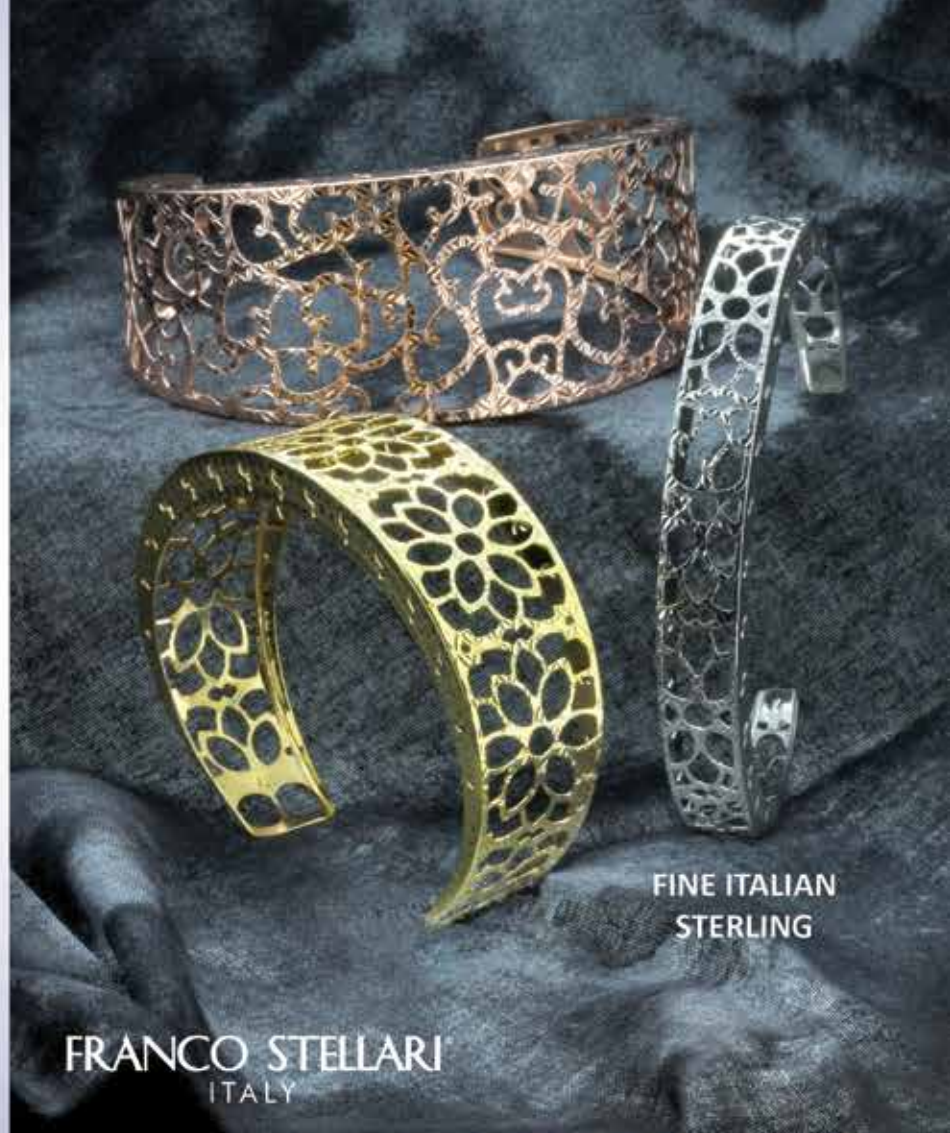
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