

CHECKLIST

YOUR JEWELRY BOUTIQUE

72 SALES OPPORTUNITIES



Store Appearance and Layout

1. Ensure a clean and well-maintained store environment.
2. Use attractive and eye-catching window displays to draw in customers.
3. Arrange jewelry displays in an organized and visually appealing manner.
4. Ensure proper lighting to highlight the jewelry and create an inviting atmosphere.
5. Keep aisles and walkways clear for easy customer navigation.
6. Regularly update displays to showcase new arrivals and trends.
7. Use signage and labels to provide clear pricing and product information.
8. Provide comfortable areas for customers to try on jewelry.
9. Prepare a special display for "gift" products for 1 + 1 = 3 promotion (see book "Your own costume jewelry business")

Product Assortment

1. Offer a diverse range of costume jewelry styles, catering to different customer preferences.
2. Keep up with current fashion trends and offer jewelry accordingly.
3. Offer a mix of statement pieces, everyday wear, and seasonal items.
4. Consider different price points: 10% - cheaper, 80% - middle, 10% - extra expensive.
5. Source jewelry from reliable and reputable suppliers.
6. Set up the inventory tracking.
7. Ensure you have a constant best-selling assortment to attract new customers
8. Ensure you renew assortment often enough to attract returning customers with new styles
9. Provide different ring sizes according to demand, or provide adjustable rings
10. Combine a sets of a same category pieces to make multilayered sets of necklaces, rings and bracelets
11. Combine a sets of a different category pieces (earrings + necklace + bracelet)
12. Test the jewelry quality by yourself, provide non-tarnishing and waterproof jewelry

Customer Experience

1. Train staff to provide exceptional customer service.
2. Greet customers warmly and engage with them in a friendly manner.
3. Train staff to have in-depth knowledge of the jewelry, including materials, care instructions, and styling tips.
4. Offer personalized recommendations based on customers' preferences and needs.
5. Provide comfortable fitting rooms or mirrors for customers to try on jewelry.
6. Offer gift-wrapping services for customer convenience.
7. Provide easy and hassle-free return or exchange policies.

Marketing and Promotion

1. Develop a brand identity and ensure consistent branding across all marketing materials.
2. Maintain an attractive and user-friendly website with updated product information.
3. Utilize social media platforms to showcase jewelry and engage with customers.
4. Create and distribute printed promotional materials, such as flyers or brochures.
5. Collaborate with influencers or bloggers to promote your jewelry.
6. Participate in local events, fairs, or exhibitions to gain exposure.
7. Offer loyalty programs or referral incentives to encourage repeat business and customer referrals.
8. Collect customer email addresses and phones for targeted email marketing and/or WhatsApp campaigns.
9. Advertise in local publications or online platforms to reach a wider audience.
10. Use your customer contacts to run retargeting ads on Instagram, Facebook and Google

Community Engagement

1. Engage with the local community through sponsorships or collaborations.
2. Participate in charity events or fundraisers to give back to the community.
3. Host events or workshops related to jewelry styling or fashion trends.
4. Collaborate with other local businesses for cross-promotions or joint events.

Sales Techniques

1. Train staff in effective sales techniques, including active listening and upselling.
2. Provide staff with product knowledge training to confidently answer customer queries.
3. Encourage staff to build rapport with customers and establish long-term relationships.
4. Set sales targets and incentivize staff with bonuses or commissions.
5. Conduct regular staff evaluations and provide ongoing training and development.
6. Make your store convenient for buying gifts for third parties: adjustable sizes of the rings, bracelets and necklaces, gift boxes, gift cards, packaging
7. Neutralize companions (for example, have something to occupy the child's attention)
8. The salesperson must be trained to communicate with visitors: how to greet, what to say when a visitor comes in, how to present products.
9. The salesperson must be well groomed. Appearance should be standardized. If required, the company should provide the salesperson with the necessary attributes according to the dress code.
10. Offer the Customer who bought the costume jewelry to make another similar purchase. Not just for herself, but for someone else (mom, friend, sister ...).
11. Offer the Customer products arranged from expensive to cheap, in descending order of price.

Customer Engagement

1. Collect customer feedback and suggestions to improve the store experience.
2. Call the Client about 2-3 weeks after purchase to find out how the jewelry behaves when used (it is also a proper reason to collect phones & emails).
3. Encourage customers to leave reviews or testimonials online.
4. Offer customer incentives, such as discounts or rewards, for referrals or social media shares.
5. Implement a customer loyalty program to reward repeat purchases.
6. Stay connected with customers through email newsletters or SMS updates.

Competitor Analysis

1. Regularly assess competitor offerings, pricing, and promotions.
2. Offer several best-sellers of your competitors at low-price or discount
3. Provide some styles similar to your competitor designs, but in better quality (see Alex Bondar's blog article "Feel the difference")
4. Identify unique selling points to differentiate your boutique from competitors.
5. Monitor customer feedback and preferences regarding competitor experiences.

Analytics and Solutions

1. Track sales data, including popular items, peak sales periods, and customer preferences.
2. Analyze foot traffic patterns and identify peak shopping times.
3. Monitor marketing and advertising campaigns to evaluate their effectiveness.
4. Train yourself to analyze turnover of a single product, product groups, suppliers to adjust the efficient supplies
5. If you sale less than 30% of your stock per month, focus on promotion and marketing - this is your main point of effort
6. If you sale more than 30% of your stock per month, increase your stock (in depth, in width) - this is your main point of effort
7. If you lose your loyal audience, focus on audience communication and supplying more new styles
8. If more than 50% of your sales are made by returning customers, increase the Social media activity and provide more best-selling jewelry constant assortment