

THE BENEFITS OF SELLING REPAIRS

- Repairs represent at least 10% of turnover for most retail jewellers
- Brings new clients in to your store
- Establishes client loyalty
- Improves your standing as a quality and trustworthy jeweller
- Guarantees repeat business
- Will create “spin off” sales opportunities
- Helps you establish a strong database for future events

This is just a basic list; there are more opportunities out there.



MARKETING YOUR REPAIR DEPARTMENT

You can improve your repair department by effective marketing. This could be something as simple as an A4 card explaining the services that your store offers but the most effective way is by word of mouth.

To many times when a client asks about the repair service, they are always quoted the lead-time and the price's first. When in fact they should have explained to them the process of effecting the repair and the benefits to them. You then can proceed with the time scale and the prices. As you can see the “FEATURES AND BENEFITS” system of selling is also required in this area of the business.

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SELLING REPAIRS TAKES EXPERIENCE

A badly run repair department can be a source for a lot of customer complaints, that's why it takes a lot of experience to deal with repairs to a satisfactory standard.

All you need is:

- Sales ability

- Proficient product knowledge

- A full understanding of the repair process

- The ability to explain prices and the lead time required

As you can see, taking in repairs is not that different to your sales process.

Selling repairs should always be viewed as a test of your product knowledge; we all like a challenge and this one as a real benefit to your store and to your self.

ADMINISTRATION

With every element of your business there has to be an administration side. This can be very time consuming but with the right systems in place it can be kept to a minimum.

Keeping a record of your repairs is an essential part of a profitable repairs department. It not only allows you to record the price you charged but also what you have been charged. It will also provide you with a database of valued customers, giving you essential marketing opportunities.

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0845 299 6022

enquiries@jewellersolutions.co.uk

THE RIGHT PERSON FOR THE JOB

All your staff will now have a basic understanding of the repair department and the importance of this area to your business. You now need to find a jeweller who shares the same vision; many jewellers are happy to do what they are doing and never challenge them so how can you get the best out of them.

THE RIGHT SERVICE PROVIDER

Jeweller Solutions is a successful Jewellery Repair business with a difference; it not only offers a full 360 degree repair service across all areas of repairs, but offers one of the UK's most refined quality control processes. With its well established Platinum alterations service, Platinum Solutions and its bespoke jewellery and CAD service; Genesis Studios it is fully prepared to take on all a retailers needs

For more information on services and training packs available, please don't hesitate to contact us.

