

Lovin' those Limited Editions!!!

How to move "retired" pieces while boosting your business!

Create booking opportunities:

- Wear your "limited" items to the swimming pool (or other parties or places you may be) this summer. When comments are made, discuss how they can receive it free for holding a show!
- Allow a guest to purchase one "limited" item at ½ price when she chooses a date for her own show.
- Dress it up nicely on a tray and say "first smart shopper that books their own party takes this piece home tonight!"
- Make several separate bags (with one piece of "limited" jewelry in each bag) with dates on them and allow a guest to take it IF they hold their show on the chosen date.
- Call past Hostesses for re-bookings and a "limited" gift.

Increase your retail:

- Offer a "limited" item to a Hostess for \$300 or more in advanced sales
- Lay on a coffee table and call them a "coffee table special." Offer a discount when 2 or more items are purchased at full price.
- Offer "limited" items to some of your best customers at ½ price when they purchase \$40 or more from the catalog. (Offer to bring the "limited" items by her office or home for her and her friends to take advantage of this unique opportunity . . . you can try to turn this into a show.)

Create sponsoring opportunities:

- Tag your "limited" pieces and schedule 1-on-1's based on which piece the Potential jeweler would like to receive after they meet with you.
- Call past customers/guests that you have never done a 1-on-1 with and offer them a "limited edition" item if they meet with you on a certain date.

Other tips and ideas:

- Those pieces on their "last legs" give in and throw away.
- Have a "Sample Sale" and move all pieces by offering a large discount for "limited" items. (Then purchase brand new jewelry to put on your table!)
- Use for end of the year Teacher Appreciation gifts
- Donate to charity auctions (include your business info).
- Be EXCITED about your unbelievable limited edition pieces!