

Sell with Professionalism and you'll be selling with Security

In early October of 2011 a young, good-looking well-dressed male subject entered a jewellery store in the greater Toronto area. He approached a very senior and knowledgeable sales person and asked to see a loose diamond valued at over \$20,000 that was on display in the showcase. The sales person removed the loose stone from the display case and simply handed it to the young man. After this male looked at the diamond he handed it back to her and she immediately placed it back into the showcase and the young man hastily left the store. His fast exit caused the employee to become suspicious and she then examined the diamond she had shown him and realized it was not a diamond. It was too late; it had already been switched with a cubic zirconium.

How did this happen? How could such a senior employee be tricked in this manner? Did she follow the stores' procedures for showing diamonds? What if she had put the cubic back into the case not knowing it had been switched?

Most jewellers have a training program in place to train their employees on selling diamonds. But do they include a security portion into that presentation? If they do, is the procedure or policy followed? A company can have policies and procedures that would fill binders but if they are not enforced; if they are not supervised, they are not worth the paper they are written on.

When making your presentation at the diamond counter and removing a diamond from your display, examine the diamond closely. Polish it with a polishing cloth; comment on its special characteristics and while louping the diamond and examining it for any possible inclusions comment on what a great stone it is. Do all this before you give it to the customer. When you get the item back, examine it again looking for the same characteristics the ring had before you gave it to the customer. Again commenting on the beauty of the stone.

This type of presentation can serve two purposes. It shows the sales persons professionalism and knowledge. It also shows that the product is special. On the other side, if the person in front of you has any intentions of trying to switch the diamond they know you will spot it immediately.

There is a well-known case in the USA where a former diamond switcher assisted a company in putting together a training program for their staff.

He indicated, if he came across a conscientious well trained professional sales person who took pride in selling diamonds by checking the diamond prior to showing it to him and explaining the diamond characteristics and value and did the same when receiving the diamond back from him he would avoid this type of professional sales presentation like the plague. Stop the problem before it even happens.

When you sell with professionalism, not only do you improve customer service, you will prevent diamond switching.