

Emotions and Imagination for Sale

By Janet F. Williams



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It is said a picture is worth a thousand words, but often times you have to say or write additional ones. As a jewelry wholesaler, retailer, designer, craftsman, or other provider, you want to do your best to create interest for your product or service. Posting photographs or displaying a piece of jewelry in person is a start. You need to take your sale to the next step and using the right words is crucial.

Most of us are visually oriented and an attractive photograph conveys more than meets the eye. It may give the viewer a sense of mystery or sophistication, dreaminess or excitement. Your words can also convey meaning beyond what may be apparent, and there will be many instances when you will be challenged to express yourself without the benefit of added photos or graphics, or having the actual item on hand.

Depending on your product or service, the technical aspects will only go so far to sway the mind of your buyer. Sure, you need to know gemstone sizes, the type and quality of your materials, the four Cs, whether your pearls are graded, the smallest size letter you can engrave, and so on. An envelope of melee may not need further embellishment; however, in most instances you'll need to go past the numbers and into imagination and emotion.

To tap into your imagination and that of your customer, you need to express yourself in language other than the obvious. Emotion sells. Use it in your descriptions to create a feeling that will appeal to your buyer. Technical aspects are important, but they only tap into a small part of what customers want. Whether written or spoken, imagination and emotion work together to unleash your customer's motivation to buy.

Challenge yourself to veer away from how you usually describe your product or service while also including the specifics. For example, it may be factual to say a diamond is fancy yellow, but it is not the same as saying it's like a yellow ray of sunshine. A studded leather bracelet isn't merely a fashion accessory; it's for turning an ordinary day into something wild and free. Is the customer buying a plain gold band or a symbol of their unbroken circle of love? A \$5,000 watch may or may not tell time better than one that sells for twenty dollars, but every time the buyer looks at it, he will be reminded of how far he came in life to buy an item he only dreamed of one day owning.

Be a good listener when you engage your customers in conversation because this is how you will find out what is important to them. A woman wants a mother's ring because each time she sees the birthstones, she feels the specialness of her children, the love she has for them, and what it took to bring them into the world. A father's gift of a diamond solitaire necklace to his graduating daughter speaks of pride and love, as well as a rite of passage into adulthood. Discuss these points during the sale. The buyer will embrace what the jewelry means to him and how it will keep him bonded to his daughter as she goes off into the world.

While the customer may need what you have, they also need to overcome their own fears. They want to know they are

making a wise buying decision in terms of value. They want to feel secure that what you say you are selling is what they are really buying. They want to know that their decision is appropriate and will not cause embarrassment. Your timeline to deliver a product or service can be stated with assurance. In addition to your product or service, you are selling honesty, integrity, and security in the mind of the buyer. The better you are able to translate these emotional concepts into conversation and body language, the more likely you are to make a sale.

If you're not sure how to express yourself or describe your product or service in imaginative emotional language, pay attention to other supplier's websites, listen to your co-workers sell, consult a thesaurus, look at trade magazines, and then decide which style works for you. Observe our beautiful, natural world and apply those thoughts and feelings to your jewelry.

You may not be able to take a professional photograph, and likewise, despite your best efforts, you may not write well. You can hire a photographer, a writer, or sales coach, but for spoken interactions when no one is around, your best bet is to be yourself. If creative language doesn't come easily, use your other strengths to express your emotions. People can tell when you are being genuine, enthusiastic, and caring, and those qualities are also worth a thousand words.

Janet F. Williams is a writer, editor, and sales trainer. She authored the award-winning book **"You Don't Ask, You Don't Get."**

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