

INSTORE

NOVEMBER 2009 • THE MAGAZINE FOR THE AMERICAN JEWELER

CELEBRATE THE ALTERNATIVES

FROM BRONZE TO COBALT-CHROME, THESE STYLES SHINE



SMOOTH SELLERS SUMMIT

LAST-MINUTE INSTANT ACTIONS TO NAIL YOUR HOLIDAY SALES

SAMPLES: A SMART NEW SALES MODEL

ADVICE FOR USING
'BRASS AND GLASS'
IN YOUR STORE

ALSO INSIDE

- + THE RIGHT-HAND RULE
- + MIND YOUR Xs AND Ys
- + YOUR ADVISORY TEAM

Necklace
and ring by
EDWARD MIRRELL

