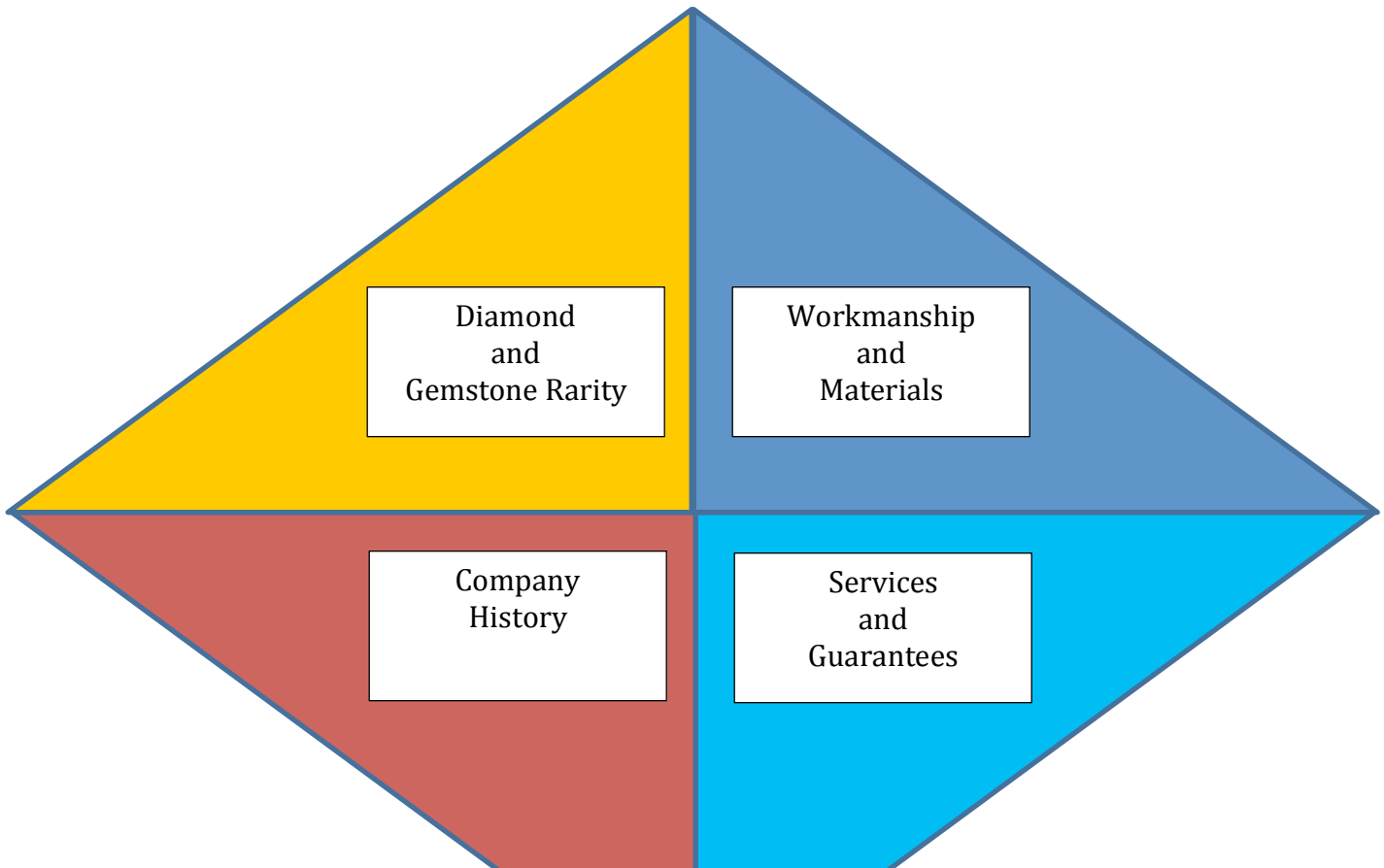




THE FOUR FACETS OF VALUE

Now you have a file cabinet with four drawers you can open during your sales presentation to present the client with ever increasing and compelling features, which you can tie to benefits to get the customer to make a buying decision. By using the four facets of value, you are able to speak to the client in plain simple terms about all of the components that go into the worth of their jewelry.



You must be able to speak to each of these facets at length to help a customer understand the total value of what you are providing. This will require knowledge not only of gems and metals, but also of the offerings of your own company, and how the client will benefit from making use of those offerings.