

7 Keys to Reorders for the Forever in Your Heart Locket Deluxe Display

These are keys to *maximize* successful repeat sales for your locket display! They are simple and have been developed by Centercourt and the hundreds of successful Locket customers around the country.

You are probably following the “Yellow Brick Road” already, but if not, please utilize these points and share this with your employees.

- **New Pictured Plan-O-Gram** – Inventory made easy...we have color pictures of the charms to keep your charms display organized for quick sales and easy reorders. It is important to keep it stocked! Great sales come from a well stocked display. ***Remember! Customers will not shop a disorganized display!***
- **Display Locket** – Imperative!!!...keep your display necklace, bracelet and keychain filled with the season! Regularly change your charms in your display lockets to reflect the current holidays or seasonal occasion. I.e. Valentines Day, Saint Patrick’s Day, Easter, Mothers Day, Prom, Bridal Season, New Mom, and Graduation are just a few ideas. **It’s simple and effective...customer should see the finished product!**
- **Greeting Card Demo for Current Occasion** – Many of our customers have really expanded their sales of Locket by creating display greeting cards and subsequent Locket with charms in it for an occasion near the main display. Whether it is Holiday, Valentines, Mother’s Day, etc., you always have a customer that needs to be “Shown” how to do it! It’s a little extra work, but well worth the return in sales.
- **Well Stocked Display of Locket & Charms** - Nothing is more important than having a full display! Whether it is the heart birthstones, initials, family, career charms or lockets, bracelets or key chains ... ***you have to have it to sell it!*** Weekly reorders are one of the biggest keys to keeping up with the demand and maintaining a consistent business.
- **Easy Re-order Form is an exact match of display board** - easy to inventory, organize, update and reorder. Every employee should know that this is an easy way to find certain themes as well as organize and order. ***Many retailers take this sheet as well as the larger charm sheets and laminate them and affix to the display.*** It’s easy to find charms without having to squint and it creates more options for the customer.
- **Wear the Locket to sell more...** Every employee should wear a locket to help promote and show the customer how it looks on! ***This really works!*** Encourage your staff to wear or model.
- **Create your own Promotional Signage** – Nothing works better than offering something for ***free!*** Create signage that says: ***Buy 4 get 1 Free*** or ***Buy a Locket get 1 Free Charm*** If you haven’t done this yet, you will be amazed by the additional sales! **Ask us about our seasonal Promo signs!**

Happy Selling from Centercourt!