

7 Keys to Reorders for the Forever in My Heart Lockets

Standard 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.

- **Screen print board** - you may already have a screen print board, which organizes your charms into easy categories to find, monitor and reorder charms **but if not**, make sure that you ask for one from Centercourt or your rep! It is important to categorize your Birthstones, initials, and different family and career themes. ***Remember! Customers will not shop a disorganized display!***
- **Display MUST have the 2 display boxes opened and showing a filled Locket** – This really is one of the most important factors...***the customer must see the actual locket with 6-7 charms in it to realize what the finished product looks like!*** It's simple and effective ... the display is designed to show these 2 lockets in nice gift boxes with the easy 1-2-3 sign in between them.
- **Greeting Card Demo for Current Occasion** – Many of our customers have really expanded their sales of Lockets by creating display greeting cards and subsequent Lockets with charms in it for an occasion near the main displayer. 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 Lockets & 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!

Happy Selling from Centercourt!