

The Singer Collection™

ROCKEFELLER CENTER

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Dear Store Owner,

If this is your first show with the Singer Collection, welcome to a new opportunity that will continue to create value for you long beyond the one-day event. If you are already a Singer Collection partner, you know that hosting one of our special events sets you ahead of the competition and lets your customers know you care enough to bring them rare estate and antique jewelry.

The positive impact of this event extends well beyond the one day financial profits by delighting your loyal customers, bringing in new business and differentiating you from the competition.

The most important thing you need to do is **maximize this amazing opportunity**, and we are here to help every step of the way. This manual contains invaluable information gathered over the past 30 years of outstanding events to help you unleash the full potential of a Singer Collection show. New to the manual this year, we have included one store's very successful incentive program that you can adapt to boost your sales to new heights.

We travel the world to showcase treasures from every important period, including a vast array of precious and semi-precious gems, platinum and a wide selection of color stones and karats of gold. Our collection has a dazzling array of celebrity pieces and/or very special delights from world famous jewelry houses. With hundreds of pieces priced from \$500 to over \$30,000, our collection will span at least 25 feet of showcase with rings, bracelets, earrings, brooches, pendants, necklaces, and more.

From promotional items to training materials and mailers, we have everything you need for a flawless event. An **Estate Jewelry Expert** will be with the jewelry at all times to ensure this is a sophisticated, high-caliber experience for your customers.

In addition, as a Singer event partner, you have **exclusive access** to our inventory year round to fill special requests sure to delight your customers.

Welcome to the exciting and rewarding world of estate jewelry!

Best regards,

Singer Estate Collection

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Promoting Your Special Event Year Round

FYI: Estate jewelry is defined as “previously owned.” There is no age criteria, nor did someone have to die for their jewelry to be labeled “estate.” **Antique jewelry** is very specifically defined as over 100 years old.

Because this is a one-day occurrence, preparation is key! You and your staff can help ensure success by **pre-selling this event, 365 days a year**. You cannot rely on walk-in customers for an event of this kind. Stores that do well report they **already knew** every customer who bought an important piece.

Once you have decided to host an Estate Event - even if the specific date hasn't been set - start talking it up. Tell every customer about the very exciting, unique merchandise that will be in your store for just one day. Be enthusiastic! Think of it the same way you would if you were having a party in your own home- they're your friends.

Every customer is a prospect for a special event, hopefully an Estate Event.

In-store preparation reduces the need for phoning:

- **IMPORTANT:** A prospect developed in the store is the best of all prospects.
- You can easily get a commitment in person.
- Find out what your customers want and let us know about any special request.

Building Your Contact Lists:

Assure your customers that you will send a reminder or invitation by mail:

- Set up a system for collecting client names, addresses, email addresses and telephone numbers.
- You can use your regular customer file cards, a special event guest book, or a simple notebook or notepad.
- **TIP:** Make the records more useful with qualifying information and interests. This information will help you provide better customer service year round.
- **TIP:** If your customer makes a special request for an estate piece, **give us a call at any time at 212-599-1555**. It isn't necessary to wait for an event.

Setting Goals for Success

The key to your success in this undertaking will be your ability to get your customers' commitment to attend. This takes dedication and commitment from you and your customers.

Good Special Events are numbers games. Here's the math:

(Based on store surveys after some 30,000 events)

Goal	\$15,000*	\$30,000	\$45,000	\$65,000
Normal number of sales**	5	10	15	20
Number of reservations per Show	10-15	20-30	30-45	40-60
Number of <i>Confirmed</i> reservations	20-30	40-60	60-90	80-120
Number of reservations	Approx. 50	Approx. 100	Approx. 150	Approx. 200

* \$15,000 should be an absolute minimum goal.

** The average unit sale is between \$1,500 and \$3,000. All that can change with one very large sale.

- **TIP:** Stores that consistently have successful events have the most confirmed reservations.

Set specific goals for your event:

- There are no short-cuts. It takes at least 50 to 100 confirmed, **qualified** reservations (appointments) to reach your goal! A qualified customer is one who can make a self purchase of over \$2,000 or more.
- Be dedicated to that end and make the commitment to participate in the preparation with whole-hearted enthusiasm.
- Your store's **minimum** should be in the \$40,000-\$50,000 range.
- **TIP:** Many of the stores we work with do 2 or 3 (or more!) times the average dollar volume. Set the most reservations so you can to become one of them.

Set specific goals for yourself and your staff:

- How many calls will you or your staff make per day?
- How many reservations will you or your staff book per day?
- How many in total?
- How many of your customers will attend this event?
- What should your dollar goal be?

Once the store's overall dollar goal is set, determine:

- How much should each sales person need to sell?
- How much can you contribute to that total?
- **TIP:** It only takes 5 salespeople making 1 reservation each per day for 2 weeks to equal 50 reservations.

Key Take-Aways

Set goals for the event, for yourself and for your staff.
More reservations mean more opportunity for sales.

Calling for the Reservation... It's Easier Than You Think!

We know that, for some salespeople, phoning for reservations can be a difficult and uncomfortable thing to do... until you've tried a few times. So here are a few key pointers to help you get started:

- Keep it brief
- Keep it enthusiastic and upbeat
- Keep a "smile" in your voice

Practice with friends or associates before you do it for real. If you call your best customers first and work your way down the list to weaker prospects - you wind up rehearsing on your best customers! Don't let this happen to you - go ahead and give rehearsing a try. Think about what you're going to say. You're calling to remind them that:

- Soon, in your store, there will be a **collection of estate jewelry valued at over two million dollars.**
- It's **one day** only. Tell them that they don't want to miss this event! It is only in our store for one day.
- It will contain many **unique, one-of-a-kind pieces including celebrity pieces..then give them the name of the celebrities (you can call your sales person to find out the names) .**
- You can select a few other things **from the list below** to mention as well:

Vintage, Contemporary and Antique Estate Jewelry

Vintage engagement rings, pearls, cameos, antique cut diamonds, bold gold, exotic colored gems, platinum and filigree designs gathered from estates worldwide

Previously owned celebrity pieces from Elizabeth Taylor, John Wayne, Bette Midler, Cher, Bob Hope, Tony Curtis, Mia Farrow and more.

Signed pieces from Tiffany & Cartier

Then stop! That should be the start of a dialogue. Remember, you're having a conversation - not giving a sales pitch. Ask questions. Find out if they have any specific requests. The more they talk the better. The excitement in your voice will help tell them they can't afford to miss this great Estate Event.

Now get the reservation. Ask what time would be the most convenient for her. Let your customer know that the store will be very busy during the event and you want to set aside time to personally show her the collection.

IMPORTANT: Some of the stores have reported they have customers who heard about The Singer Collection estate show after the event. These customers were disappointed that they were not invited. Don't disappoint your valued customers!

Suggested Incentive Program

One of our store owners implemented an incentive program that really helped to drive sales to their event (and her events are very successful so this is good advice).

- Each sales associate was given a requirement to make at least 8 reservations (appointments).
- For every reservation made and kept, the sales associate receives a \$10 bill.
- An additional \$50 was awarded to the sales associate with the most appointments made and kept that day.
- If the sales that day succeed a goal of \$30,000, then every associate receives a \$50 bill.
- If the sales that day succeed a goal of \$60,000, then everyone receives a \$100 bill.

Overcoming Objections

- “I don’t like estate jewelry.”

Answer: The Singer Collection is very diverse, with both period and modern jewels. It is an opportunity to buy one-of-a-kind items that will distinguish your jewelry from everyone else’s.

- “It’s too expensive for me.”

Answer: Actually, pieces begin at around \$500, with 60% of collection retails under \$5,000.

- “I don’t want to buy dead peoples’ jewelry.”

Answer: Estate simply means previously owned. We acquire estate jewelry from many sources. Some pieces we acquire because people have changed their lifestyle and sell their jewelry.

Return Policy

The Singer Collection return policy is 30 days. The item must be in the same condition as when purchased.

Customers with Special Requests

Very often, your best estate jewelry customer is someone who appreciates wearing something extraordinary or unique. **Here's your chance to shine!** This event can help you satisfy a wide variety of your customers' needs. Our resources are tremendous and, with your help, we'll do everything we can to find that special piece. You can help us to understand what your customer is looking for and we will try to include it in the collection for your event.

Here's How You Can Help Us:

1. How much can they spend? Please get a price range. (Don't believe "price is no object." It usually is.)
2. What gems do they prefer?
3. What stone size are they looking for?
4. Do they prefer white or yellow gold or platinum?

The more details you can provide, the better we can match the request.

- **TIP:** We can fill special requests all year long. Call 212-599-1555 or fax 212-599-3525 or email Julie@singer.com. Include your name, store name and phone number.

Some Fun Ideas to Promote Your Event

1. Dress up in formal wear or old-fashioned costumes.
2. Have a door prize drawing the day of the event.
3. Have a tea party for your customers.
4. Have a display of antiques surrounding our poster.
5. Have a model in costume hand out fliers the day of the event.
6. Use balloons or other eye-catching visual aids.

Key Take-Aways

An event with Singer is a chance to shine with customers who appreciate estate jewelry.

Be sure to let us know of special requests from your customers.

We fill special request all year long. Call 212-599-1555 with requests.

Promotional Items: Postcards, Mailers, Hand-Outs, Buttons, etc.

We recommend that every qualified, interested customer be contacted by mail. We have a selection of attractive and effective mailing pieces for you to use. Or we can send you high resolution images to make your own mailers. Our **Shopping List** can be found at the back of this manual. **Please note:** You will have to have our postcards/invitations customized with your store's name, address, date of event, etc. at your local printer. Please order in enough time to accomplish this. You also want to get started addressing the postcards early.

- **TIP:** The postcards can also be used as promotional items in your store.

You may prefer to use a simple, engraved invitation of your own design. Please be sure to include:

- Location
- Day and Date
- Times
- Your Logo
- Your Phone Number

IMPORTANT: We have found that the most effective way to use our postcards/invitations is to mail them as a follow-up reminder of the event after you have invited them personally either on the phone or in your store.

IMPORTANT: An effective way to make a phone call is to check to see if they received your invitation... "did you get the invitation that I sent you in the mail?"

Signage and Advertising

We have newspaper ads and a television commercial available. Some advertising can be beneficial. **However**, it's not an element of preparation that we stress. Our experience shows that **it is your personal customer contact that makes all the difference.**

We strongly recommend posters, counter-top easel signs and Estate Event buttons for you and your staff to wear. We provide an assortment of these materials. Please refer to our Shopping List on the back of this manual.

The Singer Collection Estate Show is a hard-work but low-cost event.

Key Take-Aways

We can provide a wide array of promotional items.

IMPORTANT: It is your personal customer contact that makes all the difference.

Security and Transportation

The Singer Estate Collection is insured under its own policy for merchandise while it resides in your store in proper locked showcase or safes. . The Singer Estate Collection is also insured under its own policy for merchandise while it is being transported to-and-from airports or stores with two people (our salesperson counts as one.)

Safety is our number one concern. The following are a list of MUST DO'S. If you cannot, for any reason, comply with these guidelines; please let us know in advance.

1. There must be two people with the line at all times. Our Representative counts as one. You must provide someone (manager, sales associate, etc) to provide the following. Our Singer Representative must be:
 - a. Met at the airport and or driven half way to or from the store before and after your event.
 - b. Driven to the store to vault the line
 - c. Driven to and from their hotel during the entire schedule of events
2. After the event, moving the merchandise should take place in the morning, not immediately following the event.
3. The line must always be in a safe or vault overnight.
4. Our Rep and merchandise must be escorted back to the airport or to the next store after your event.

Always think safety and use common sense. Never discuss the security or transportation of the line with anyone who does not need to know. .

1. Never inform ANYONE of the Reps next location or other travel plans.
2. Be vague if someone calls you with unusual questions. Provide no information. Say, "I don't know." There is no reason to risk anyone's safety by giving out too much information.
3. Trust your instincts. Report suspicious people to your store owner.

Key Take-A-Ways

If you cannot comply with our safety guidelines contact us in advance

Never give out information about our Reps' travel plans.

Preparing for Your Event

Please call our events coordinator, Ashley Herrin, at 954-551-2880 to schedule your event. You should do this at least three months ahead of time. Make sure that your date does not conflict with:

- Another in-store event
- Any sports event (i.e. Big college football weekend in Alabama or “March Madness” in North Carolina)
- A local event that is well attended, such as an Air & Sea show

3 Months Before the Event:

1. The Singer Collection estate event is an 8 hour event. Decide which 8-hour segment of that day will be the most effective for your store. Confirm the specific hours with your Sales Rep.
2. Set specific goals for each aspect of the pre-selling procedure. (See page 4 for more details on setting goals.)
3. Get your staff’s commitment to the event. Set specific goals (i.e. how many phone calls per day) for each member of your selling team.
4. Tell everyone who comes into the store about the event. Track reservations with customers, using the ***Singer VIP Reservation Book***.
5. Set up a system for keeping track of your customers that express an interest (include their names, addressees, telephone numbers, and emails.)
6. Keep track of special merchandise requests.
7. Order your promotional materials. (See shopping list on page 13.)
8. When you receive promotional materials, be sure to customize with your local printer. (See page 8 for details.)
9. Be *very* aware of security and transportation needs. Make any necessary special arrangements.

At Your Staff Meeting:

1. Start creating enthusiasm.
2. Brain storm ideas. Do you want to create a special atmosphere for the event? Maybe have a special theme, refreshments, store decorations, music, dress in the same colors or period dress, etc. In other words, think of ways to ***make it fun***.
3. Discuss your store's dollar goals.
4. Set individual team member goals for dollar amounts, customer contacts and confirmed reservations.

6 to 8 Weeks Before Your Event:

1. Focus on ensuring your confirmed, qualified customer commitments to attend this spectacular event.
2. Continue to talk up the event in the store
3. Hand out your printed materials
4. Display signage. **Print a Date-Strip** on your computer that reflects your day of the week, date and hours. Example **Friday, May 14 Hours 11-7** (The date-strip allows you to reuse our posters for your next event.)
5. Getting special merchandise requests
6. Alert the media. Some stores have received editorials in their local newspaper or spots on local TV programs.

3 Weeks Before Your Event:

1. Ensure that all signs are up.
2. Phone customers.
3. Ensure reservation lists are maintained.
4. Set aside display elements for our use. We will need approximately 40 necks, 5-10 bracelet pillows, 10-20 single ring holders and 10-20 individual earring trees.
5. Coordinate with your Singer Sales Rep. Review travel plans, security, highlights of the line, hours of the event and reservation ideas.

10 – 14 Days Before Your Event:

1. Mail postcards or invitations.

3 Days Before Your Event:

1. Reconfirm and reinforce each reservation.
2. Call each and every reservation.
3. Remind them that they are expected at a specific time.
4. Communicate your enthusiasm about this “Mini Museum” of irresistibly-priced jewelry.

The Day of Your Event:

1. Please clear 25 – 30 feet of your best showcase space.
2. Consider serving hot tea, little tarts or canapés; crystal or silver compotes containing mints are a lovely accent.
3. Call customers who had special requests to tell them their pieces have arrived and look wonderful.
4. Call the no-shows and tell them what they are missing. (Stores report this is very effective in getting them to attend the event.)
5. When appropriate provide an appraisal on your store's appraisal forms. We will help with that process by providing all of the necessary information for the appraisal.
6. Provide the Singer Rep with a check from our invoice.

After Your Event

1. Let us have your feedback, positive or otherwise. We welcome your suggestions to improve.
2. Review the event. What would you do differently the next time?
3. Call Ashley Herrin at 954-551-2880 to schedule for the next season.

It's Up to You!

Whether or not you have a successful Singer Event is largely up to you. The greater the effort you make promoting the event, the more successful the event will be. We at The Singer Collection depend on the sales associates to market the event prior to our arrival.

We will do everything in our power to support and coach you, but we need your 100% commitment to ultimately achieve our sales goals. Thank you in advance for empowering us and giving us an opportunity for great results.

Excitement is the key!

Your enthusiasm is vital.

It starts with you and spreads to your staff and customers!

PLEASE FAX TO: 212-599-3525 or SCAN and E-MAIL to
Ashley@SLSinger.com

SHOPPING LIST

PLEASE FILL OUT AND RETURN IMMEDIATELY

Store: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Show Date: ____/____/____ Phone: (____) _____ Fax: (____) _____

ITEM		FORMAT	QUANTITY REQUESTED
Training Manuals and Catalogues		E-Mailed to you	
VIP Reservation List		No Charge—Mailed to You	
Ad Slicks for Newspaper Ads		E-Mailed to You	
TV Commercial		Call AVP 800-632-2188	
MAILERS AND POSTCARDS PLEASE VISIT OUR WEBSITE WWW.SINGERCOLLECTION.COM TO VIEW POSTCARD IMAGES FOR YOU TO USE TO MAKE YOUR OWN			
SIGNS			
Format	SIZE	Quantity	Price
Counter-Top with Easel Back	8 ½" X 11"		@ \$10 ea =
Poster Size	22" X 28"		@ \$20 ea =
ITEM		Quantity	PRICE
Buttons	Assorted colors with various Inscriptions promoting our event.		@ \$1 ea =

The Signs and Buttons are Reusable – Just Change the Date Strip. Save for your next Singer Event!