



HOW TO BOOK APPRAISALS

ASK!!

Every time a person walks up to the counter and you start talking to them, ask about some piece of jewelry they have on. Look at their engagement ring or other ring, necklace, earrings, pin--whatever. Ask how long it has been since they had it appraised? Get into a conversation about appraisals. Let them know when your appraiser will be in the store. Make an appointment.

At the repair take-in counter, every client that leaves their jewelry should be asked how long it has been since their jewelry has been appraised. Let them know when the appraiser will be there and schedule an appointment. Get enough information from the client so that you can call them a few days before the event and confirm their appointment.

TIME IS EVERYTHING

It takes about 10-15 minutes to do an appraisal for a simple piece of jewelry. Unlike in the old movies where the jeweler puts a loupe in their eye and gives a price, we have to do a thorough inspection and a scientific evaluation. We examine everything about their jewelry, test the gold, inspect the settings, magnify and measure the stones, take pictures, input all of the information into a computer and print out the document.

When you have more complex items, it takes even longer. Every diamond over twenty points (0.20 ct.) must be fully examined individually and reported. Clusters of same size and same quality melee (under 0.20 ct.) can be grouped. Many times there are two or three groups in one item--each group takes a while.

Wedding sets where the engagement ring has a center stone and no more than one 'group' of side stones AND where the wedding band has NO stones can usually be counted as one simple item. If the wedding band has stones it must be considered a separate item and billed accordingly.

Please don't hesitate to call our office if you have a question about the complexity of items.

Most items will be simple items charged as single pieces. Only when something looks really involved is it considered complex and charged accordingly. If you think it looks complex tell the customer we will give them an estimate of our charges before we do any work, but please block off enough time on the schedule form.

Talking with your clients, your knowledge of jewelry and a little practice will make you an expert at estimating time and scheduling appraisal appointments.

"VAULT" ITEMS

Many people like to watch the appraiser and ask questions. Some people, however, find they can't get off work or make it into your store while the appraiser will be there. Allow these people to leave their jewelry with you when it is convenient for them just like a 'repair'. Make sure you schedule some time on the schedule form for their items. Please make sure someone else in the department knows about it so the jewelry will get to the appraiser when it is scheduled. The customer can pick up their jewelry, and appraisal, when it is most convenient for them.

CALL TO CONFIRM

One of the most important factors in effective scheduling is confirming the appointments that you have made. We have found through years of experience that calling your appraisal appointments to confirm them 24 to 48 hours before the event will weed out the 'no-shows'. This allows you time to fill the openings and will increase those who do show by as much as 50%. A simple phone call shows you're interested and makes the difference between a very dull day and a very exciting day!

YOU MAKE IT HAPPEN

Having a successful appraisal program and one that fails is up to you. Sell appraisals just like you sell anything else. You'll find that appraisals are great advertising for you and your store because they add traffic, volume and profits.