

Naga Collection
24.4 mm Scale
cuff in silver with
black and blue
enamel; **\$1,295**;
John Hardy, NYC;
888-838-3022;
johnhardy.com



City Lights
collection ring in
silver with 17 mm
cushion-cut black
onyx and 0.42 ct.
t.w. diamonds;
\$1,840; **Tacori**,
Glendale, Calif.;
800-421-9844;
tacori.com



Stacking bands
in bright white
and blackened
Argentium silver;
\$150 each; **Stacked**
New York, NYC;
646-504-8874;
stackednewyork.com

The tricky part, according to Emily Lamon Justice, vice president and head jewelry buyer for Lamon Jewelers in Knoxville, Tenn., is maneuvering with discretion. “You have to be careful not to tell customers that that’s what you’re doing.”

Justice advises her colleagues to be alert when shoppers enter the store, and to observe what they’re wearing. A year and a half ago, a female customer with a Chamilia bracelet fully loaded with beads in blues and greens was in a shopping mood, so Justice showed her some 18k gold store-made jewels with blue sapphires and emeralds—items that matched the hues of her bracelet. The client bought a necklace that day, and added a ring to her collection within a month. Both pieces totaled \$10,000—far more than the \$1,200 beaded bracelet. “It is just about paying attention to that color scheme that excites them,” Justice says.

Van Alexander, co-owner of Alexander’s Jewelers in Texarkana, Texas, agrees. Once clients have two or three beaded bracelets, they “pretty much carry themselves to a new product,” he says. At that point, owners of multiple pieces are looking for other things to go with their bracelets, so Alexander leads them to his cases of John Hardy, Nanis, Tacori, and Charles Krypell silver jewelry. “You want to find a piece that lays well with the beads they already have,” he says. “Get them started on another collection.”

Chuck Steel’s go-to piece for existing bead owners is a cable-motif bracelet from Alor, retailing for \$295, because it pairs well with beads and is a comfortable price point for most shoppers.

“We’ve sold hundreds of those over the years,” says the co-owner of Steel’s Jewelry in Valdosta, Ga.

And though beads are a worthwhile traffic generator, the sale often takes an inordinate amount of time. “You can spend 30 minutes to an hour and a half on a \$30 bead sale!” Alexander says. (His solution: Assign one staffer to bead sales.)

Of course, sometimes beads lead to surprising and higher-ticket add-on sales. That happened in May this year when a couple in their 60s came into Alexander’s store to buy a few beads for a Trollbeads bracelet started by their grandchildren. The wife wanted to add on to the sentimental piece to celebrate the couple’s wedding anniversary, but suggested to her husband that he also get a gift for himself. Alexander jokingly suggested a Rolex since he is a dealer, and by the time they left the store with \$150 worth of beads, the husband had an \$8,500 stainless steel Submariner on his wrist.

“Just show the product,” Alexander says. “Two or three times out of 10, they say ‘yes’ to the sale, but you have to ask for it.”

The key is to never stop selling—even when customers say they’ll take the bead or beads they came into the store for. Tell clients what else you have; otherwise, they won’t know, and their ignorance could cost you.

This tip is a regularly used tool in the sales arsenal of Steven Petrillo, owner of Jem Jewelers in Warrington, Pa. Early in the summer, a couple came in and bought two Chamilia beads, but didn’t leave before Petrillo showed the wife a pair of \$400 14k white gold earrings. “More often than not, that

(PREVIOUS PAGE) MARKET EDITOR: JENNIFER HEEBNER, MAKEUP BY REBECCA CASCIANO AT IVA ARTISTS. HAIR BY GUSLENE BUBAK. MANICURE BY JOI OFFUTT FOR PAINTBOX. SWEATER BY KIM HALLER.