

SESSION RESULT

Sold.

"You know, I think I'm going to take the necklace — the lapis and turquoise one — but I'll hold off on the ring for now."

TICKET

\$339

1 of 2 items

CRITERIA MET

3/5

2 gaps to close

The seller welcomed the customer warmly, told a credible story about the artisan, confirmed the stones were real, and made a genuine bundle attempt with the necklace and ring. The customer was a clear Goldmine ready to buy more, but the seller under-asked discovery questions and let the ring go without a soft second nudge, **closing one piece instead of two.**

EVALUATION CRITERIA

✗ Customer needs understood

Asked "is there something catching your eye, or you're just browsing?" — a general opener, not substantive discovery. Never elicited deeper info about the customer.

✓ Product knowledge demonstrated

Conveyed origin (handcrafted locally by the artisan) and the versatile wrap design plus all three stone combinations, unprompted and coherently.

✓ Objections addressed

Confirmed the stones are real and offered three combination options — the authenticity question answered with concrete substance.

✓ Sale attempted

Bundled necklace and ring ("with the necklace, that would be 600 exactly") and offered payment options, guiding toward a decision.

✗ Warm welcome

Opened warmly and invited engagement, but never asked "Have you shopped with us before?" or any similar question, which is required per criteria.

KNOW YOUR PIECE

✓ Handcrafted by a local artisan, assembled by hand

✓ Extra-long: wear extended, double- or triple-wrapped

— Natural stones with gold-plated brass clasp; lightweight — **never mentioned**

✓ Three stone combinations listed correctly

OBJECTION HANDLED STRONG

"Are the stones real, or is it more decorative?"

Answered honestly and specifically, confirming natural stones and offering the three combinations.

BEST MOMENT

"If you ask me, that's the, I think, the colors that suit you best for, for your eyes."

NEXT TIME

- 01 Open with real discovery — ask whether they've shopped with you before and who the piece is for, so you can tailor the pitch.
- 02 When the customer says "I'll hold off on the ring", give one warm, low-pressure nudge — offer to set it aside — instead of moving straight to wrapping.
- 03 Complete the story with the gold-plated brass clasp and how lightweight it wears — details that reinforce value at \$339.

VERIFY BEFORE USING IT

Said in session but not in our sheet. Confirm them, and if they check out, tell us so we add them to the story.

? The artisan makes a snake-shaped ring with two small stones as the eyes

? The ring is the artisan's specialty

? The ring was the first piece she gave the shop, so it carries ancestry

? The ring is priced at \$240 · a special bag was offered for the pieces