

PRICE POLICY

PRICE TRANSPARENCY has become a bigger issue in recent years, thanks mostly to online trends. Have you changed the way you signal prices or address the issue of price when dealing with customers?



→ Yes, I try to match the price people find online or on their phones

(if all things are equal (which is not always the case)! I think this has helped us in that people see we want to work with them and I believe they respect our store for it, plus I usually make a sale! — **Paul Krueger, Krueger Jeweler, Fort Atkinson, WI**

→ We have always clearly marked prices and we do not discount. I have spent more time recently reminding customers of the value of dealing face to face with an expert. — **Russell Criswell, Vulcan's Forge, Kansas City, MO**

→ More prices are visible, but I hate the way tags look because it is so distracting. We do have our bridal segmented so that we can show price ranges very easily. Experimenting with RFID now. — **Susan Eisen, Susan Eisen Fine Jewelry & Watches, El Paso, TX**

→ We use customer visible price tags for 90 percent of our jewelry. Customers seem to like it. It does make it harder to upsell. The salesperson has to make sure to show the higher price items. — **Donald Killelea, Killelea Jewelers, Midlothian, IL**



→ I have used visible pricing for several years. I feel that it gives

more confidence to buyers. They no longer feel uncomfortable asking about an item thinking it might be too expensive for their budget. — **Murphy McMahon, Murphy McMahon & Co., Kasilspell, MT**

→ Transparency is key with