

INSTORE

INBOX

OUR READERS SHARE THEIR THOUGHTS

BETTER FEEL

It feels better out there. The stock market is steadier and even going up a bit. I think once summer is in full swing people will feel better.

STEVEN B. GOLDFARB
ALVIN GOLDFARB JEWELER, BELLEVUE, WA



HELP WANTED

What would really help jewelers is if all vendors listed their top-10 diamond pendant and earring designs at every price point. Categorized by every \$100, retailers could see at a glance the top designs that sell (vendors would have to prove the sell-through numbers before listing them). This would be great for retailers — as these are the two best categories, along with bridal — and for vendors — as it would probably boost the sale of their top sellers.

TYLER NOGAI
ARTHUR'S JEWELERS, ROSEVILLE, MN

UNDERSTANDING

If you can't pay your bills on time, make sure you have an excellent and open relationship with your vendors. Believe it or not, they understand what you're going through.

WILLIAM DRAEB
DRAEB JEWELERS, STURGEON BAY, WI

USEFUL TIME

Just got back from Las Vegas. I learned a lot, met a lot of people and got to spend time with the vendors. I am realizing how much time is important and how little there is of it. The stress we have been under in busier times had its positives because of the money that was

coming in, but if there has to be a recession, I am so glad that we can use the time to develop our business relationships even further.

SUSAN EISEN
SUSAN EISEN FINE JEWELRY & WATCHES, EL PASO, TX

TURNAROUND TIME

Hang in there. Not only have we seen things beginning to turn around, we also have seen new customers as a result of the many mall stores closing.

ANDREW RUSSAKOFF
RUSSAKOFF JEWELERS,
SKOWHEGAN, ME

SAME BOAT

Keep up the good work. I always seem to find info that helps sales, promotions or just my attitude. I know I'm not alone in this business, and it helps to know that other independents are in the same boat and are willing to talk about daily struggles and stresses. We all can't be on top every day, but hearing how everyone deals with the stress is helpful.

LAURIE PFITZER
ARTISTRY IN GOLD, SPOKANE, WA

GREAT SERVICE

We get several calls each day from diamond sellers. We get several faxes per week from

diamond sellers. We get untold e-mails from diamond sellers.

Finally, we get a large diamond customer. We tell him no problem, we'll get some in for him to look at. We call up those diamond sellers and try to get some diamonds in. Their responses? "Oh, we've never done business with you. Please send us references." "Your great JBT rating isn't enough."

"Great, let's send these three diamonds out" ... then, two days later: "I'm sorry, we don't have any record of that order." I am pretty disappointed in diamond vendors right now. Blue Nile sends out diamonds overnight and offers a 30-day return policy. They offer very competitive pricing and are the hottest thing in diamonds for consumers right now. Diamond vendors badmouth Blue Nile all day long, but they completely showed us up with this sale. I am so embarrassed! On the flip side, RDI Diamonds has been terrific. They have a searchable inventory on the Internet, they are very available by telephone, and they don't charge for overnight shipping. The rest of the industry should look as RDI as an example of great customer service. And if not, then stop calling me!

ROSE WELCH
GRAHAM JEWELRY, LAWTON, OK

SEND A LETTER TO THE EDITOR Please include your name, store name, and store's location (city and state). Letters may be edited for length and/or clarity. **BY E-MAIL:** editor@instoremag.com **BY SNAIL MAIL:** 45 West 45th Street, Suite 808, New York, NY 10036