

BUZZ SESSION
WITH THE

BRAIN
SQUAD

DISCUSS WITH US

WHAT VOW WILL YOU MAKE RIGHT NOW FOR THE NEW YEAR?

New Year's resolutions have a notoriously low success rate. Still, that doesn't mean the concept itself is flawed. *The New York Times* wrote last year that "people who can tie their resolutions to real consequences ... have the best chance of success." So this year, be sure you've spelled out specifically what it will mean to succeed ... or fail. Here are some of the resolutions from our Brain Squad. Be sure to participate in our next "Discuss With Us" on instoremag.com or on the INSTORE Facebook page!

quarter. — *Rita Wade, Wade Designs Jewelry, Rocky Mount, NC*



→ Be more patient and understanding with dummy customers. — *Marc Majors, Sam L. Majors, Midland, TX*

→ Retire. — *Buddy Bear, Buddy Bear Jewelers, Merion, PA*

→ Order my best sellers right away. — *Donald Killelea, Killelea Jewelers, Midlothian, IL*

→ Saying to myself every day that the most important sale of the day is the first sale. — *John E. Thompson, Shabree Jewelers, Sheboygan, WI*

→ My biggest burden: reduce Inventory by 30 percent. — *Cindi Haddad-Drew, Cindi's*

→ Track the 20 percent customers who give us 80 percent of our sales. — *Ragnar Bertelsen, Ragnar Jewellers, Vancouver, British Columbia, Canada*

→ Work smarter not harder. — *Stephen Ware, Ware Designs, Lafayette, CA*

→ To not allow my business to dominate my life so that I live, love, and enjoy. — *Annette Kinzie, Leonard Jewelry, Stillwater, OK*

→ Work more than I did this last year. Took too much time off. — *Tom R. Nelson, Nelson Jewelry, Spencer, IA*

→ Promote myself as much as other brands. — *Susan Eisen, Susan Eisen Fine Jewelry & Watches, El Paso, TX*