

# 5 Things I Learned At Bridge



Newly inducted into Team Stuller, I began in May 2017 as a Customer Ambassador where I help to maintain and foster relationships with our valued customers. Since my start, I've leapt headfirst into learning all there is to know about jewelers and their business. So fortunately, attending Bridge sessions alongside our participating customers brought me up to speed with the goings-on of the industry.

Though normally described as "traditional," I've come to realize our industry changes constantly. Enhancing our craft and molding it to fit the needs of today's consumer is a commonality we all share regardless of location or specialty. As members of the same team, we must support and learn from one another. And that's exactly what our Bridge events aim to accomplish!

Each year, we invite jewelers from all over the world to visit our global headquarters – situated deep in Louisiana's Cajun Country – to experience two days of education, inspiration, and connection. And to keep up with the changes we're all experiencing, Stuller revisits its educational content yearly to ensure we're delivering what's relevant.



**The 1<sup>st</sup> Bridge group of 2017 challenged and inspired us, bringing much excitement for the rest of our Bridge season.**

**Here are 5 key takeaways from the first Bridge event of the 2017 series:**



## **Industry Overview**

Product mix sales from your average jewelry store: 46% diamonds, 12% services (repair), 10% watches, 9% silver and contemporary metals, 7% colored stones.

In 2015, 32% of consumers purchased an engagement ring from their local independent jeweler versus 8% from Jared's and 9% from Zales.

# Marketing



Three things to remember when determining your store's brand:

1. Make it relevant
2. Make it memorable
3. Keep it simple

To increase your Google listing's search visibility, you should:

1. Utilize all information fields
2. Provide lots of images
3. Callouts for BBB, Chamber of Commerce, and any Trade Associations

# Business Planning



When developing your business plan, create a RASI to help clarify responsibilities: Who's Responsible? Who's the Authority? Who provides Support? And who needs to be kept Informed of progress?

Set SMART goals – specific, measurable, attainable, relevant, and time-based.

# Customization



Prototypes are customization building blocks and make flexible 3D designs work for you.

Today's customers *expect* customization. Be sure you can accommodate!

# Repair

Have a checklist in place for each repair you take in: initial inspection, discuss every repair needed, clean piece, re-inspect, write everything down, etc.



Walk the steps of your shop. The fewer steps from location to location, the more you save in time and dollars.

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Intrigued? Well, there's a lot more where that came from. Visit [Stuller.com/bridge](https://stuller.com/bridge) to learn more or register.