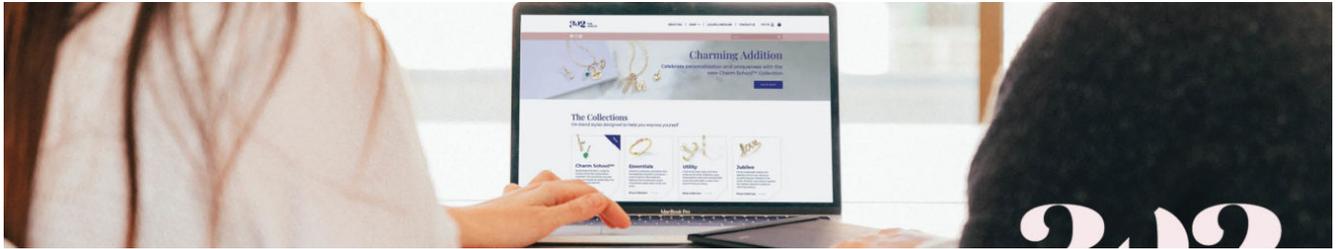


# Building a Lasting Impression with 302® Fine Jewelry



How many times have you frequented a business simply because you enjoyed the experience? A consumer's buying habits with a brand are directly tied to how that brand makes them feel. By providing your customers a positive overall shopping experience, you are investing in future sales.

When it comes to 302 Fine Jewelry, we have spoken at length about the quality of the product and the marketing support we provide our retail partners. There's one last piece of the puzzle to making great sales: connecting to the customer experience. Let's dive into how we help here too!

[Shop the pieces in this video now on Stuller.com](https://www.stuller.com)

## Welcome to Our Partnership

Upon becoming a retail partner, you will receive a welcome box from our team. Inside you will find various resources you can use to build lasting relationships between your customers, 302 Fine Jewelry, and your business.

### ***Branded Post Cards***

Adding an individualized touch to your sales technique can pay off in dividends. One of the best ways to do that is sending a handwritten note thanking your customer for their patronage. By using branded the post cards we provide, you instill a positive connection between the customer and the brand. They'll be eager to return!

## ***Jewelry Cleaning Pins***

Nothing makes you feel like a valued customer like a gift to reward your loyalty. We provide branded cleaning pins in your welcome box for you to give to your most loyal customers. Not only do they get a great feeling of being valued, but they also have something at home that reminds them of you and 302 Fine Jewelry.

## ***Brochures***

Finally, another take-away item you can give to your customers is a brochure that features all the collections within 302 Fine Jewelry and our most popular pieces. Use this brochure as a sales tool and way to create a wish list of all the items they want in their own fine jewelry collection.

## **Holiday Success**

Product, marketing, customer experience... check! As a retail partner, you are now set up with everything you need to have a successful holiday season this year. With this busy time swiftly approaching, we wanted to touch on how you can use everything you've learned about 302 Fine Jewelry to add to your customers' shopping experience during the holidays.

Whether shopping for themselves or for the perfect gift, 302 Fine Jewelry can easily be positioned for any woman. Attractive price points and on-trend product are easy concepts to sell. Now, let's make sure customers are connected to the product that is right for them.

During the holidays, consider merchandising and organizing your store by price point so that customers confidently approach product they are looking for. 302 Fine Jewelry is a great way to diversify and expand the price point offerings within your assortment.

# Are You Ready?

We've spent the last few weeks spreading the word on all the exciting benefits of being a 302 Fine Jewelry retail partner. With everything said and done, we have one final question. Are you ready to take your business to the next level? 302 Fine Jewelry is the gateway to reaching a market of women self-purchasers ready to show off their confidence and wear their stories. Be the reason they have an extra skip in their step and offer the latest in trending fine jewelry styles.

Becoming a partner is simple. Make an investment in \$2,500 of 302 Fine Jewelry products and you receive all the benefits of being a retail partner. We are here to make the decision easy. Schedule a Stuller Connect™ virtual consultation and we will help you select the perfect product for your business. We are ready to welcome you to the 302 Fine Jewelry family and look forward to your partnership.

Get started at [Stuller.com/302FineJewelry](https://www.stuller.com/302FineJewelry) today!

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Learn more about this on-trend fine jewelry line with our recent blog posts.

[What is 302 Fine Jewelry?](#)

[Designs and Trends Featured in 302 Fine Jewelry](#)

[The Tools to Social Success With 302 Fine Jewelry](#)