



OPTIMUM RETAIL SOLUTIONS

BEHAVIORS AND OUTCOMES

Repair Intake

STEP	BEHAVIORS	OUTCOMES
1. Open Repair Intake	<ul style="list-style-type: none"> • Offer a beverage • Ask about Preferred and if they have a Montage • Inquire about the customer's concerns and their item • Ask what other articles of jewelry we can look at while they are here 	<ul style="list-style-type: none"> • Know the customer's history with the item • Chance for add-on repair
2. Analyze the Jewelry	<ul style="list-style-type: none"> • Loupe items before cleaning for major defects • Clean and Steam Items • Loupe Jewelry again to see finer points of damage • Work through the repair checklist 	<ul style="list-style-type: none"> • All defects identified
3. Communicate Areas of Concern	<ul style="list-style-type: none"> • Show clients areas of concern - use romance words • Ask when the last time the item had been worked on • Ask if the work was done here 	<ul style="list-style-type: none"> • Client and the associate know everything that needs to be done
4. Explain Repairs Benefits and Repercussions	<ul style="list-style-type: none"> • Elaborate on the downside of not doing repairs - use romance words • Explain how the repair will improve day to day wearability 	<ul style="list-style-type: none"> • Customer understands why the money is worth spending
5. Close the Repair Intake	<ul style="list-style-type: none"> • Ask if the customer would like to proceed - communicate price and time frame • Handle pricing objections -15% courtesy if needed • Tell customer about Montage • Have the customer sign the receipt 	<ul style="list-style-type: none"> • Well informed customer • Repair is closed