SUPER JEWELERS

When jewelry catastrophe threatens, these heroes save the day.
When a jewelry design is needed in minutes, not hours when time must stand still...

Flash CAD Man to the rescue!

Once, Jonathan McCoy was a studious computer consultant living far from his Midwest home. But when he returned in 2006 to combine his CAD knowledge and computer savvy with the store's recent purchase of Gemvision's Matrix software, he became Flash CAD Man, the fastest designer in Dubuque!

"When a bridal customer comes in, they're right in front of the design center, and I can listen to my wife/sales guru talking to the customer about sizes and styles. If we see that they want something that's not in our case, I'll start playing around and come up with something in less than a minute," McCoy says.

But what of jewelry customers? Was there no one to treat them with sensational service? To craft a breathtaking bauble in the blink of an eye? To forge their jewelry into unbreakable masterpieces of marvelous magnitude?

Never fear, true believer, for a new breed of heroes has stepped boldly into the limelight, ready to take on any obstacle with no hesitation. These retail champions fight for truth, justice and jewelry for all on a daily basis. Some were gifted with powers beyond mortal ken, while others have earned their skills through knowledge, repetition and a dedication to be the very best.

Let those who would perpetrate average service tremble, for INSTORE gives you... THE SUPER JEWELERS!

Meanwhile, at McCoy Jewelers...

JOIN US NEXT WEEK, WHEN FLASH CAD MAN TAKES ON HIS ARCH-NEMESIS...

CODENAME

THE FLASH CAD MAN

THAT’S EXACTLY WHAT I WANTED! THANKS, FLASH CAD MAN!

True identity
Jonathan McCoy
Designer and Vice President
Base of Operations
McCoy Jewelers
(Dubuque, IA)

Trace Shelton's super power is remembering way too much comic book trivia and unleashing it on his fellow editors when they least expect it.
The day is dark, the situation bleak. A customer’s expectations have been dashed, and she’s angry, frustrated. Enter Michael Kanoff, a seemingly normal man at first glance, but one with an uncanny ability to turn an irate client into a loyal fan forever.

“You can’t let anyone walk out angry,” says Kanoff. When mere mortals might give up on a customer, Kanoff sees only an opportunity: “I actually enjoy the challenge. I know I’m going to be able to make them happy.”

How does he do it? The results may seem mystical, but the process is simple: “I listen to everything the client has to say. I apologize for whatever happened and ask, ‘What can we do as a store to make this up to you?’ Then, I’ll usually take it a step further to blow away their expectations, no matter what the cost.”

To wit, a customer brought in a ring for service that had previously been appraised for $1,000. The store sent it out for service, but the delivery company lost it. The customer was livid. Kanoff asked, “How can we make it up to you?” She said, “You can make me a new ring.” He made her a ring worth $3,000. A few years later, she returned with her son, who needed an engagement ring, saying she would never go anywhere else because Kanoff had gone above and beyond.

“You have to work harder to please some customers,” Kanoff says, “but you can please everyone.”
Negative emotions are evil’s greatest weapon when it comes to jewelry retailing. That’s why every jeweler needs happy people on her team who can battle those bad feelings and spread cheer to every customer — happy people like Brenda Hefner, aka Good Vibe Girl.

“I just don’t like for people to leave us with a bad attitude,” Hefner says. “People have to trust you. If you have someone out there upset with you, you have to squash that bad vibe.”

She activates her “squishing” powers by asking angry clients, “What can I do to make it better?” It doesn’t help to get upset, she says. “We can’t always solve something, but we’ll make it right if it’s our fault. Sometimes we make it right even if it’s their fault.”

But strategy alone doesn’t do the trick; Hefner possesses empathy as well. “A lot of homeless people walk past our store on their way to the soup kitchen. Now and then, they’ll come in and ask for money, and I’ll give. There’s always a story.” And when Hefner is involved, the story always has a happy ending.

In 1964, a 9-year-old boy sat, awestruck, in a fourth-grade classroom. His teacher wanted each child to know math backwards and forwards. He made it fun, awarding gold stars to high achievers, even allowing the children to chew Bazooka bubble gum in the room! Little did this teacher know that he was building one of these children into a man with a perfect memory for numbers ... a walking, living phone book ... a sage so powerful he would one day become known as Doctor Digits!

Phone numbers, extensions, vendor account numbers, birth dates, street addresses — whatever the number, Alan Goodheart commits it to memory and never lets it slip from the steel trap of his mind. “Once I dial a phone number more than two or three times, it is pretty much committed to memory,” he says.

“Many times my brother, Bruce, will call out, ‘Hey Alan, what is GN Diamond’s phone number?’ And I respond, ‘1 (800) 724-8810, and push 4411 for Ellen.’”

Goodheart also finds this ability useful in his side hobby as a magician. “Besides remembering selected cards, there is magic using mental telepathy, and this ability lends itself directly to that form of entertainment.”

Instoremag.com  | December 2014

Where some see only an angry client, Good Vibe Girl sees the beating heart beneath...

867 ... 5309

867-5309

He’s just angry... misunderstood! Must solve... his problem!

Squish!

I’ve been rescued! Thank goodness for you, Good Vibe Girl!

True Identity Brenda Hefner, Vice President  |  Base of Operations Oz’s Jewelers, Hickory, NC

True Identity Alan Goodheart  |  Co-Owner

Base of Operations Goodheart’s Jewelry, Overland Park, KS

Doctor Digits

Good Vibe Girl
Do you have questions about what is possible in jewelry design? About whether a motif or gemstone will work? About how to shape your jewelry destiny? The Answer Man is here to help!

“I focus my comprebenso-laser on a client the moment I see hesitation in their face or read it in an email,” says Deric Metzger, designer and imparter of knowledge. “The victory comes after an extended battle not of wits, but of truth. I try to answer every question in more detail than my client has ever gotten before, and I make sure to pepper in other tidbits to get them involved in the war against bad jewelry. It keeps them asking questions because they never feel like they are getting a sales pitch or being an inconvenience.”

Metzger says that going overboard with information for clients is vital because of the vast knowledge base of the Internet. “Showing each client that you value their time and want to earn their business by answering every question fully (and anticipating follow-ups) shows them you are ready to go to the front lines with them in the fight for the perfect piece of jewelry.”

Yet despite having a wealth of information at his disposal, Metzger also realizes he doesn’t have all the answers: Only the customer knows what is right for them. “It’s easy to become your own arch-nemesis when you cross over to the dark side of trying to sell an item versus trying to sell the right item.” The best sales tool in his arsenal, he says, is letting clients convince themselves which item is perfect for them.

“Knowledge is power, and a powerful shopper will always remember the super jeweler who gave it to them.”
It’s one of the most oft-encountered conundrums facing custom jewelers: How can a customer have her old jewelry redesigned without paying through the nose? When the recession hit in 2008, Rosanne Kroen wrestled with this question.

“Sometimes, a customer wants a redesign, but she doesn’t have the ability to articulate exactly what she wants. With a clairvoyance that rivals that of any mutant mind-reader, Karen Hollis can see the finished product once she has laid hands on the piece she is redesigning. After, it’s only a matter of helping the customer to see the future.”

“I would say my custom-design appointments take less than 15 minutes on average,” says Hollis. But it wasn’t always this way. In the beginning, Hollis was hesitant to trust her ESP-like skills. “I would throw a lot of ideas at the client. But I learned to shut my mouth when they loved the first idea.”

Perhaps Hollis’ master’s degree in counseling and her inherent empathy have augmented her mind powers. “We do a lot of counseling here,” she says. “I started a ‘freedom ring’ collection for divorcees. We had a recently-divorced woman who came in and dumped all of her jewelry on my desk and said, ‘I have all this jewelry; what can you do with it?’ I made her a freedom ring and she walked out feeling like a million bucks.”

While we mere mortals might be surprised at how quickly Hollis can visualize exactly what the client wants, she’s never fazed. “It happens so often, it doesn’t shock me anymore. I try not to act surprised.”

“Some people still want the casting and we do that for them, but most of our customers are low-to-middle end — and they still deserve beautiful jewelry.”

THE SCENE: A CLIENT WANTS A CUSTOM REDESIGN, BUT HER BUDGET IS SLIM. THE CREDIBLE COST-CUTTER SEARCHES FOR SOLUTIONS...

CREDIBLE COST-CUTTER

Rosanne Kroen
OWNER
Rosanne’s Diamonds & Gold
SOUTH BEND, IN

Karen Hollis
OWNER
K. Hollis Jewelers
BATAVIA, IL

SIMULTANEOUSLY...

MADAME MENTAL IMAGE
The bills need to be paid, the radio rep requires approval on an ad contract, the shop demands sweeping and cleaning, and oh yeah, there’s that customer job that has to be done by tomorrow morning. Never fear: Undercompensated Overtime Man is here!

“There’s just stuff that needs to be done and there’s only me to do it,” says a self-deprecating Steve Wardle, a mild-mannered store owner with the stamina of 10 men and a mind like a trap (and, it’s suspected, up to eight extra arms). “It’s a necessary super power. Things have to get done, so guess who’s going home when the store closes at 5 p.m.? Not me!”

Wardle likes to keep his power in check, using it only when necessary. “I’ve never been proud of having to work overtime,” he says, but admits that when duty calls, he must meet the challenge. “It’s the difference between success and failure. If you make it happen, you’re golden — and if you don’t, you dropped the ball.”

“People used to brag about how much time they put in at the office. But from my perspective, if you have to work 80 hours a week, you’re doing something wrong.”

— UNDERCOMPENSATED OVERTIME MAN

TRUE IDENTITY
Steve Wardle
OWNER
BASE OF OPERATIONS
Forest Beach Designer Goldsmiths
CHATHAM, MA
Being on your feet all day is a daunting task for just about anyone, much less wearing 4-inch heels while you do it. But for Jillian Hornik, it’s all in a day’s work if you want to be a spectacular sales savant.

“My super power is important because it shows the risks I am willing to take for my customers,” she says. “Potential sprained ankles, fatigued feet, and swollen legs are all part of the commitment.”

Despite the risks, donning high heels all day every day works wonders with clients for a variety of reasons, Hornik says. “When I feel tall, I am more confident; it shows in my interaction with clients. When I dress up, it also shows respect to my customers by proving that I care about my appearance to them. Jewelry is only one part of fashion in general, so customers need to regard you as a fashion expert. In turn, more sales are closed.”

**TRUE IDENTITY** Jillian Hornik, SALES MANAGER  
**BASE OF OPERATIONS** Jae’s Jewelers, CORAL GABLES, FL
Soldering is perfectly acceptable— for most men. But the Fantastic Fusion Sizer is not “most men.” Dan Reynolds refuses to use solder to bind joints on jewelry. Instead, he heats the original metal ever hotter, until he can control how it flows into itself. Reynolds explains, “If you were to use a solder joint where two areas are butted up, they will always dimple in, which means the jeweler has to file away extra shank to try to hide this dimpling. My methodology keeps the true metal all the way through, and I get to maintain the thickness and width. I can rebuild areas you wouldn’t dare go into and touch if soldering had been used.” Reynolds says he’s been using the fusion process for sizing and re-tipping for more than 20 years. Because a fusion-made joint won’t break like a soldered joint will, this process builds his reputation—and, equally important, he simply enjoys it. “It’s rather fun to learn how to manipulate and work the metal in this way. It brings back the joy of the art form.”
Settings abound for round gemstones, and yet unusual shapes are often left out in the cold, relegated to newly cast designs. But when the Amazing Adaptoid gets his hands on them, magic happens.

One-time artist Josh Rider made a career move into jewelry when he saw the right medium to express his vision and talent. It’s this art background that makes him gravitate toward less common gemstone shapes. “When I see the elongated shapes like pears and ovals, they speak to me more than the standard dimensions. I found that I could order the right width for a setting, bisect it one way or the other, and then solder those pieces back together to fit the longer shapes.”

Such a method isn’t necessarily outside the abilities of other jewelers, but it doesn’t often occur to them, Rider says. “You could use CAD/CAM and you’ve got a full piece, but it drastically raises the price for the customer. It puts people out of custom jewelry. Or, you can say, ‘I can cut this much out of here and move that together and now I’ve got a custom piece at a low price.’”

That comes in handy, Rider says, with female customers who want something different. “When you take an elongated pear and put it on the finger, it really accentuates the finger. It’s more of a color pop, and you can put a larger stone on the finger than women would be comfortable with in a round shape.”

When strange shapes enter our dimension, one man recognizes their beauty... and acts!