

Displays to Promote Custom Jewelry Sales



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(800) 809-3868



Mon-Fri 7:30am-4:30pm Pacific



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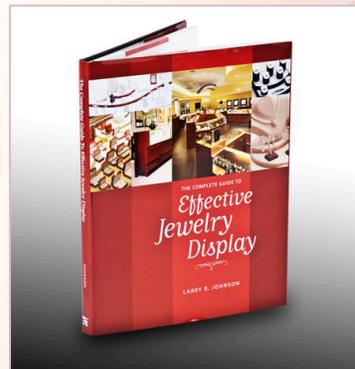


**Created by Larry Johnson,
noted jewelry display expert
exclusively for**

BBG
BOX BROKERS GROUP



*Larry is the author
of **The Complete
Guide to Effective
Jewelry Display***



Larry Johnson Consulting Services

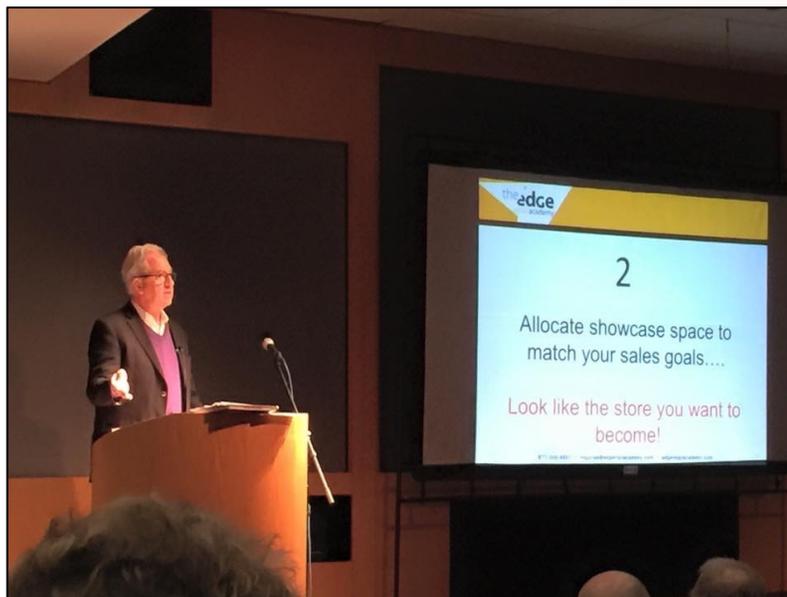
Producing profits by improving presentation

Free offer for Box Brokers Customers



If you have display questions or need ideas on ways to improve your display, contact *Larry Johnson* for a complimentary 30 minute phone consultation.

www.larryjohnsonconsulting.com
larry@larryjohnsonconsulting.com
(817) 980-2135



A large, stylized handwritten signature of Larry Johnson in black ink, enclosed within a thin purple rectangular border. The signature is written in a cursive, flowing style.

L a r r y J o h n s o n
C o n s u l t i n g

Displays to promote Custom Jewelry sales

- We strongly suggest a special place in the store to discuss Custom Jewelry with your customers.
- If you do not have an area for this discussion, the conversation will take place on the top of one of your showcases essentially blocking that case for an hour or more.



**If you do not
have floor
space in your
store for the
custom sale, try
the idea shown
on the following
slides**



Designate a *22" Smart Pro Gen 1 Platform* for this purpose



Add a few wax models and castings that will show your customers the steps of making their custom piece



Collect a few old tools and place them on the platform



Some customers have had success with placing a few loose stones in this case as well



Place a *#6586 Wedge Signholder* at the front of the platform with a title “Custom Jewelry”

Note: this photo was taken before the sign was made



Contact the team at Box Brokers Group to implement these ideas into your showcase



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