

# Utilizing the “Sweet Spot” in your Jewelry Display Strategy



# Brought to you by Box Brokers Group



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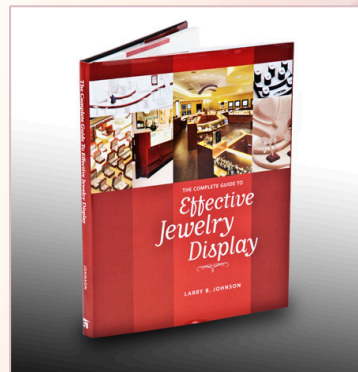


**Created by Larry Johnson,  
noted jewelry display expert  
exclusively for**

**BBG**  
BOX BROKERS GROUP



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



**Larry Johnson Consulting Services**

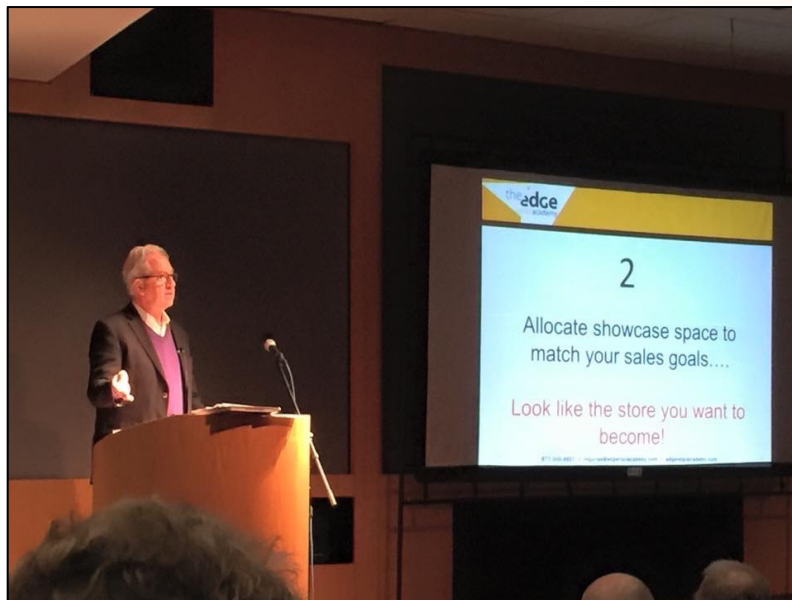
Producing profits by improving presentation

# 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](http://www.larryjohnsonconsulting.com)  
[larry@larryjohnsonconsulting.com](mailto:larry@larryjohnsonconsulting.com)  
(817) 980-2135



A large, stylized handwritten signature of Larry Johnson is positioned over a light purple rectangular frame. The signature is written in black ink and is highly legible.

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

## **Fact: Large chain jewelry retailers have conducted research into where a shopper looks first when they approach a jewelry case**

- This is important for the retailer because it makes sense to display the pieces **they want MOST to sell** in that spot so more potential buyers see those pieces





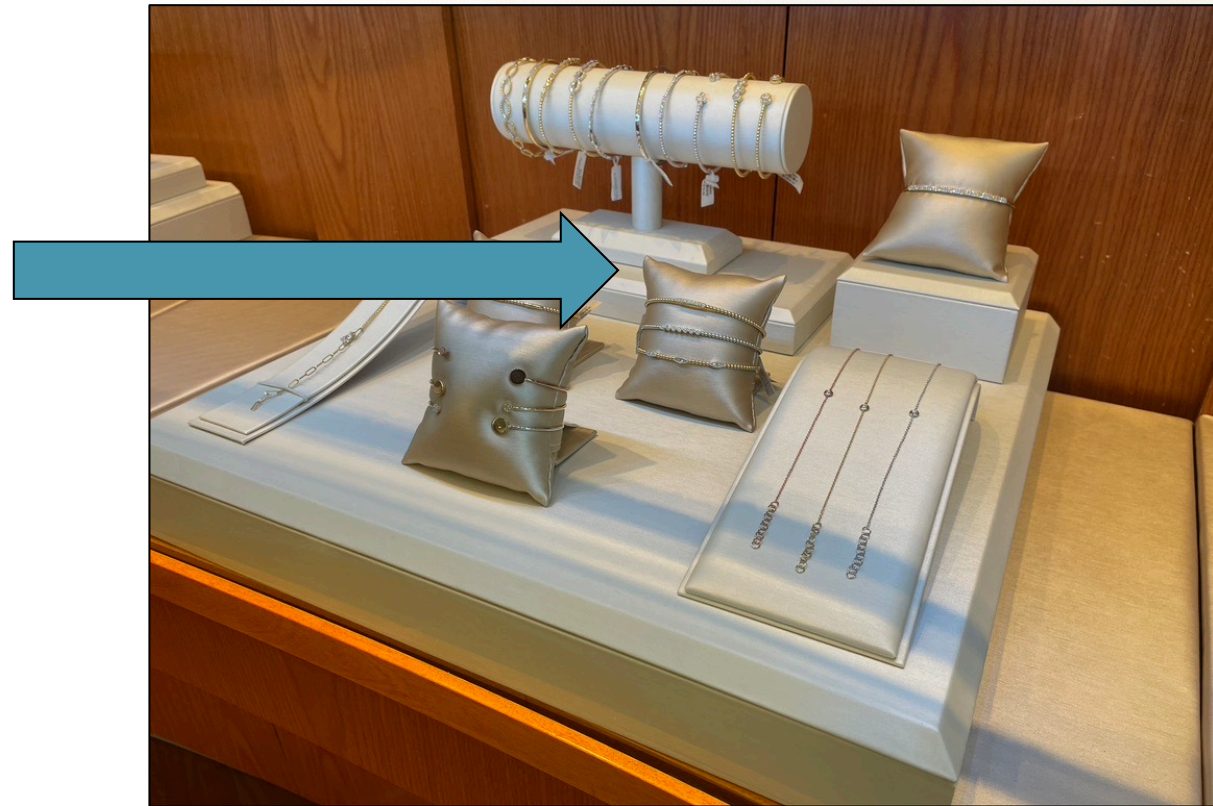
The more people that see  
a piece in your case, the  
better the chance  
someone will buy it!



# Here is the “Sweet Spot”



The sweet spot is the back center area of the platform, elevated slightly higher than surrounding areas





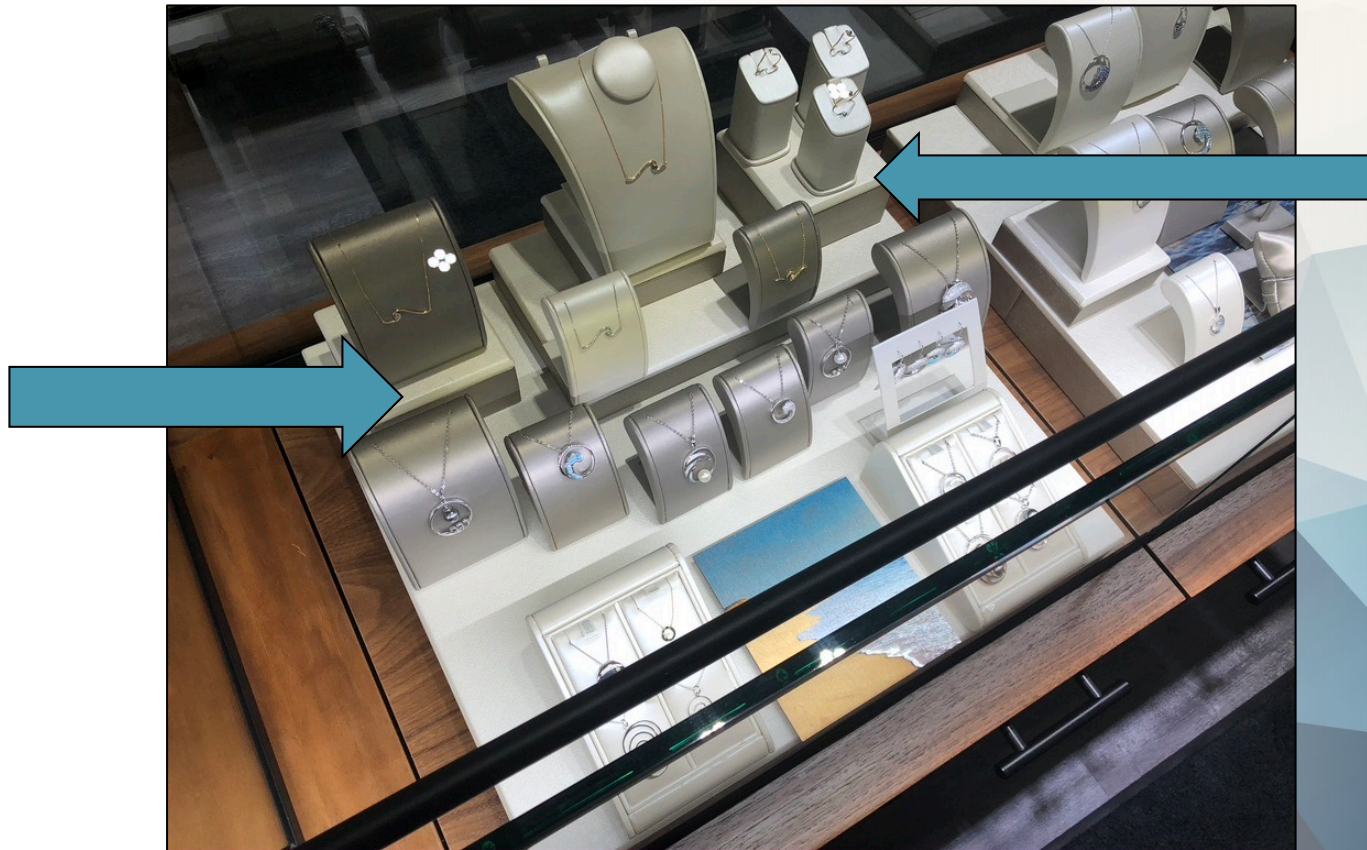
These are the “Sweet Spots” in this bridal case where most people will look first





We suggest a small platform be used at the back of the lower base platform to display special pieces

When platform space allows, we also suggest a 4"x4" riser to accentuate special items



# Remember, you want to display your merchandise with “Intention” Emphasize what you want MOST to sell!

- Your assignment:

Look at each case layout in your store and determine if the pieces you want most to sell are positioned in the case “Sweet Spot”

If not, move them into that spot. Inform your staff about the reason you have moved pieces and ask them to be aware of this merchandising “trick” and to pay attention to this in the future.



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



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