GVJ RETAILER SALES TRAINING

Selling Gold In Today’s Market

A five-part retailer training guide for confident customer conversations

THE CENTRAL PRINCIPLE

Do not apologise for the price. Help the customer understand the choices.

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TRAINING OVERVIEW

A Practical Resource For Retail Sales Teams

This guide is designed for store owners and managers to train jewellery sales staff. It is not a consumer advertisement and it is not a script to be recited word for word. The aim is to build confident, accurate and helpful sales conversations when gold prices and living costs are elevated.

The training protects three things at once: the customer's trust, the retailer's margin and the integrity of the product information.

Five Staff Huddles

1. Reframe The Price Conversation
2. Give Three Ways Forward
3. Make The Value Visible
4. Close Without Racing To Discount
5. Translate Price Into Wear And Enduring Value

Recommended 20-Minute Format

1. Manager explains the learning objective and why it matters — 4 minutes.
2. Manager demonstrates the recommended conversation — 4 minutes.
3. Staff complete the paired role-play — 7 minutes.
4. Apply the lesson to two current products in store — 3 minutes.
5. Agree on one behaviour to use with customers that week — 2 minutes.

> IMPORTANT GUARDRAIL
>
> Use accurate specifications, current prices and confirmed delivery information. Do not predict future gold prices, describe jewellery as a guaranteed investment or make unsupported claims about durability, value or savings.

MODULE 01 | RETAIL SALES TRAINING

Reframe The Price Conversation

LEARNING OBJECTIVE

Respond to price hesitation calmly and move the conversation toward the customer's real priorities.

Why This Matters

When a salesperson opens by apologising for the price of gold, the product becomes the problem. The better approach is to acknowledge the market briefly, ask useful questions and show the customer that there are still several credible ways forward.

The Sales Process

1. Acknowledge the market without drama or apology.
2. Ask what the piece is for and how often it will be worn.
3. Ask which priority matters most: overall look, physical size, gold purity or budget.
4. Explain the current product accurately before suggesting alternatives.

Customer-Facing Language

SAY THIS

"Gold has moved. Let me show you the strongest options within the budget you're comfortable with."
"Which matters most to you: the size, the purity, the overall look or the budget?"
"How will the piece be worn — every day, occasionally, as a gift or for a milestone?"

Avoid These Phrases And Behaviours

- Gold is ridiculously expensive now.
- This is the cheap one.
- Gold will definitely keep going up.
- There is nothing we can do at that budget.

Paired Role-Play

PRACTICE BRIEF

Customer brief: The customer loves a gold chain but says the price is higher than expected. The salesperson must ask three questions before presenting any alternative.

Manager's Success Check

- No apology or unsupported prediction about gold.
- The salesperson confirms the occasion and the customer's main priority.
- Specifications and current prices are described accurately.

MODULE 02 | RETAIL SALES TRAINING

Give Three Ways Forward

LEARNING OBJECTIVE

Create a focused comparison that protects the customer's priorities without overwhelming them.

Why This Matters

A full tray of alternatives can make the decision harder. Three deliberately chosen pathways let the customer understand the trade-offs and feel in control of the decision.

The Sales Process

1. Protect the budget: adjust weight, length, width, diameter, complexity or purity where suitable.
2. Balance the details: protect the most important feature and adjust one other variable.
3. Protect the original brief: retain the preferred size, purity and construction as the reference option.
4. Explain exactly what changes — and what remains the same — between the three choices.

Customer-Facing Language

SAY THIS

"I've selected three options: one protects your budget, one balances size and purity, and one keeps your original brief."
"Which design detail do you most want to protect?"
"This option uses less gold while preserving the overall look you preferred."

Avoid These Phrases And Behaviours

- These are basically all the same.
- This one is better value, without explaining why.
- Presenting too many products before clarifying the brief.
- Hiding changes in purity, weight or construction.

Paired Role-Play

> PRACTICE BRIEF
>
> Customer brief: The customer wants a 50 cm chain but the preferred piece exceeds the budget. Present a budget option, a balanced option and the original brief, then explain every material difference.

Manager’s Success Check

- Only three relevant choices are presented initially.
- The trade-offs are clear and factually correct.
- The customer is invited to choose the priority, not pushed toward a price point.

MODULE 03 | RETAIL SALES TRAINING

Make The Value Visible

LEARNING OBJECTIVE

Explain why similar-looking pieces may carry different prices, using clear and verifiable product information.

Why This Matters

Customers cannot value differences they cannot see or understand. Purity, weight, dimensions, construction, finishing and intended wear should be translated into plain language rather than vague claims about quality.

The Sales Process

1. Confirm gold purity and colour.
2. Compare weight, length, width, diameter and other relevant dimensions.
3. Explain whether the piece is solid, hollow or semi-solid where relevant.
4. Compare clasps, settings, link construction, finishing and intended wear.
5. State only claims that can be supported by the product information.

Customer-Facing Language

SAY THIS

“These look similar, but this piece is heavier and uses a different construction.”
“This option uses less gold while preserving a similar visual presence.”
“Let me compare the purity, weight, dimensions and construction so you can decide which difference matters to you.”

Avoid These Phrases And Behaviours

- This is better quality, without identifying a measurable reason.
- This will last forever.
- This is an investment.
- Comparing price without comparing specifications.

Paired Role-Play

PRACTICE BRIEF

Choose two real products that appear similar. The salesperson has 90 seconds to explain the material differences without using the phrases ‘better quality’ or ‘cheaper’.

Manager’s Success Check

- Every value claim is linked to an actual specification or construction detail.
- The explanation is understandable to a customer without jewellery training.
- The salesperson checks which difference matters to the customer.

MODULE 04 | RETAIL SALES TRAINING

Close Without Racing To Discount

LEARNING OBJECTIVE

Identify the real objection, preserve margin and agree on one clear next step.

Why This Matters

An immediate discount can reduce trust and margin without solving the real concern. The hesitation may be budget, size, purity, timing, uncertainty or the need for a different item. Diagnose first; respond second.

The Sales Process

1. Recap the customer's stated priorities.
2. Ask whether the hesitation is budget, size, purity, timing or uncertainty.
3. Return to a shortlist of two or three relevant options.
4. Confirm current price, availability and delivery timing.
5. Offer only genuine next steps: order, deposit or lay-by where available, sourcing, Bespoke or a planned follow-up.
6. Record the follow-up and complete it when promised.

Customer-Facing Language

SAY THIS

"Before we change the price, may I check whether the hesitation is budget, size, purity or timing?"
"We may have a better way forward without losing what you love about the piece."
"Would you like me to confirm availability, source another option or prepare the next step for you?"

Avoid These Phrases And Behaviours

- Offering a discount before understanding the objection.
- Creating false urgency.
- Promising delivery or availability that has not been confirmed.
- Ending the conversation without an agreed follow-up.

Paired Role-Play

> PRACTICE BRIEF
>
> Customer brief: The customer likes the final option but pauses at the price. Identify the real objection and agree on a practical next step without offering an unprompted discount.

Manager’s Success Check

- The salesperson isolates the objection before responding.
- Any payment, delivery or availability statement matches store policy and current information.
- A specific next step and follow-up owner are recorded.

MODULE 05 | RETAIL SALES TRAINING

Translate Price Into Wear And Enduring Value

LEARNING OBJECTIVE

Help customers assess the purchase through realistic cost per wear, useful longevity and the enduring material value of precious metal.

Why This Matters

A total ticket price can feel abstract. Cost per wear places the purchase in the context of how often the customer expects to enjoy it. Gold jewellery may also retain material value because it contains precious metal, but it should never be sold with a promise that its resale price or investment value will increase.

The Sales Process

1. Ask how often the customer realistically expects to wear the piece.
2. Agree on a sensible ownership period rather than using an exaggerated lifetime assumption.
3. Calculate cost per wear: purchase price divided by estimated number of wears.
4. Explain that design suitability, construction and care influence whether the piece can support the intended use.
5. Describe gold jewellery as a wearable asset in the everyday sense: something useful and enjoyable that contains precious metal - not a guaranteed financial investment.
6. State clearly that market, condition, manufacturing and resale factors can change future value.

COST-PER-WEAR FORMULA

Purchase price ÷ realistic estimated wears = estimated cost per wear. Example: $2,600 ÷ 520 wears = $5 per wear. Always state the wear-frequency and ownership assumptions used.

Customer-Facing Language

SAY THIS

“If you expect to wear this twice a week for five years, that is about 520 wears. At $2,600, the cost works out to approximately $5 per wear.”
“This is designed to be worn and enjoyed, while the gold itself has enduring material value.”
“Gold prices and resale values can move in either direction, so I cannot promise a future return. What I can explain is the purity, weight, construction and suitability for how you plan to wear it.”

Avoid These Phrases And Behaviours

- This will definitely increase in value.

- You cannot lose money on gold.
- This is guaranteed to be a good investment.
- Using an unrealistic number of wears simply to make the cost per wear look smaller.
- Ignoring condition, craftsmanship, retailer margins or resale costs when discussing future value.

Paired Role-Play

PRACTICE BRIEF

Customer brief: The customer likes a $2,600 everyday gold piece but focuses only on the ticket price. Ask about expected wear, calculate a reasonable cost per wear and explain enduring material value without making an investment promise.

Manager’s Success Check

- The wear-frequency and ownership assumptions are realistic and stated aloud.
- The arithmetic is correct and described as an estimate.
- The salesperson distinguishes wearable value, precious-metal content and uncertain resale value.
- No guaranteed return, price forecast or investment claim is made.

MANAGER TOOLKIT

Quick Responses To Common Objections

“Gold is too expensive.”

Gold has moved. Let me show you the strongest options within the budget you’re comfortable with.

“Why is this one more?”

Let me compare the purity, weight, dimensions and construction so the price difference is clear.

“Can you do better?”

Before we change the price, may I check whether the hesitation is budget, size, purity or timing?

“I want the same look for less.”

We can protect the overall look and explore where weight, dimensions, purity or complexity can be adjusted.

“I need to think about it.”

Of course. Let’s note the details you want to protect and confirm one simple next step for you.

“You don’t have exactly what I need.”

We can check the wider range, ask GVJ to source it or explore a Bespoke option around your brief.

“That is a lot to spend on one item.”

Let’s consider how often you expect to wear it. We can calculate an estimated cost per wear and compare that with the purity, construction and the features you want to keep.

“Will it increase in value?”

The gold has enduring material value, but market and resale values can change. I cannot promise a future return; I can explain the purity, weight, construction and how well the piece suits your intended use.

Weekly Manager Scorecard

- Did staff ask about occasion, wear and priorities before presenting alternatives?
- Were comparisons supported by accurate purity, weight, dimensions and construction details?
- How often was an immediate discount offered before the real objection was identified?
- How many sourcing or Bespoke opportunities were identified?
- Were promised follow-ups completed on time?

- Which customer objections should be used in the next role-play?

How To Use The Poster

Print the accompanying A4 or A3 poster for the staff room, training folder or sales counter reference area. It is written for staff, not as a customer promotion. Use it before opening or during a weekly huddle to refresh the sales process and customer-facing language.

GVJ RETAILER RESOURCES

Continue Your Retailer Training

Use this guide as a five-week staff development program. Revisit one module each week, practise the customer language and apply the lesson to products currently available in store.

Your Next Steps

1. Choose one module for the next team huddle.
2. Select two current products for a real comparison exercise.
3. Record the customer objection your team most needs to practise.
4. Visit the GVJ retailer resources area for further tools and product support.

Visit GVJ Retailer Resources

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