

## **Free Report From Bedazzle Beads**

### **Selling Your Jewellery To Retail Outlets**

Taking the leap from making jewellery for your own enjoyment to selling it for income, is something that crosses the minds of many crafters.

This can be a very scary concept, unless you are prepared and armed with the right information.

Firstly, think of all the places that you frequent that already have jewellery for sale... You'll be surprised how many you come up with .... Dress shops, museums, tourist venues, bridal shops, art galleries, small gift stores, beauty salons, hairdressers, garden centres & stationary stores can be sources to aim at, when thinking about your selling model.

Thinking about the places you have in mind, first visit them as a customer inconspicuously, to get a sense of their style, see what's currently selling well, the general price of other jewellery and ask yourself if it is the type of place and the people you would be comfortable to do business with. Try and find out the contact person who makes jewellery purchases and get a business card if possible.

Next prepare your work to present to your potential new clients, making sure all items have tags with prices, your company name and contact information ... the owner may decide to take these off, but it's a good idea to have them with all your work for reference.

Put together a complete and organised price list and place your pieces in presentation boxes, so that the items can be displayed in cabinets and easily accessible to potential customers.

Next have a professional looking business card ready and consider having a small brochure or portfolio of your work available for review.

Finally, make an appointment with the shop owner or buyer.

Be on time for your appointment, look smart and remember to wear some of your own pieces ... Make sure you have everything you need with you ... Once you have arrived for your appointment, you should not need to go back to your car until the appointment has ended.

Be considerate of the person you are meeting with, their time is precious, so be sure not to waffle and waste time !

The buyer will go through the things and decide if their are pieces they would like to buy or keep on consignment ... Their main job is to run a profitable business, so there will most likely be specific needs they will have on the appointment – Don't be hurt if they decide not to take any items, as it may just not fit in with their product / pricing strategies ...

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Once finished, if they have decided to take any of your pieces, be sure to keep a note of everything they have kept (or tick off from your list) ... This is especially important if you are selling on consignment, so you can keep a track of all the pieces and what is selling well (This also helps you in your designing strategy ie some colour/style of pieces, may sell better than others).

Note: If you are selling on consignment, don't leave the store without a signed consignment agreement – Click below for a free consignment template ...

<http://www.4hb.com/letters/ltrconsign1.html>

Include a reasonable end date ... 3-6 months is common.

Before you leave, give the buyer your card, thank them for their time and let them know you will call back from time to time to see if you can meet any further jewellery needs.

You're now in the jewellery design business ... Go out there and sell, sell, sell !

### **Further Recommended Resources**

#### **[Bead Manager Pro](#)**

Powerful Jewellery Software That Will Transform Your Beading Into An Organized, Efficient & Professional Business Overnight

#### **[Beading And Jewellery Making](#)**

Discover How You Can Start Making Money From Your Own Home Based Jewellery Business As Soon As Tomorrow.

#### **[Beading For Beginners](#)**

'Beading for Beginners' Is A New Artistic Beading eBook that Teaches You the Quick and Easy Beading Steps You Need to take You from Beading Basics to Beading Like a Pro!

#### **[How To Start Your Own Craft Business](#)**

This Comprehensive Guide Shows You How To Start, Run, And Market Your Own Successful Craft Business.

#### **[The Ultimate Bead Lovers Guide](#)**

'The Ultimate Bead Lover's Guide' covers everything you need to know to start getting addicted to beading.

**NOTE: This free report may be passed onto others, providing no content is amended**

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