



CENTER COURT
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GIFTS THAT MOVE

7 Keys to Reorders for DaVinci Beads

These are keys to *maximize* successful repeat sales for your DaVinci display! They are simple and have been developed by Centercourt and the hundreds of successful DaVinci Bead customers around the country.

You are probably following the “Yellow Brick Road” already, but if not, please utilize these points and share this with your employees. DaVinci is a personalized product that works year round from occasion to occasion!

- **Display Location** – Location...Location...Location It is the most important aspect of maximizing a program and the DaVinci Display. If you have it positioned near or across from your cash-wrap or in the middle of your jewelry dept, it will triple your sales!
- **DaVinci Poster** – If you have the room...put it up! It’s simple and effective ... the poster is designed to highlight DaVinci and the various Beads ... what’s wrong with suggesting to your customer...”**Create your own masterpiece**”?
- **Well Stocked Display of Beads & Bracelets** - Nothing is more important than having a full display! Whether it is the various Beads, bracelets or necklaces ... *you have to have it to sell it!* Weekly reorders are one of the biggest keys to keeping up with the demand and maintaining a consistent business.
- **Easy Re-order Form is an exact match of display board** - easy to inventory, organize, update and reorder. Every employee should know that this is an easy way to find certain themes as well as organize and order. *Many retailers take this sheet as well as the larger Bead sheets and laminate them and affix to the display.* It creates more options for the customer...which means more sales for you. Ask us for this if you don’t have it!
- **Wear the Bracelets to sell more...** Every employee should wear a DaVinci bracelet or necklace to help promote and show the customer how it looks on! *This really works!* Encourage your staff to wear or model. Make sure your staff is well versed in DaVinci...**engage your customer and offer them suggestions...this is a personalized product!** If you want some help, call Centercourt or your local Centercourt rep.



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- **Use Promotional Signage** – Nothing works better than offering something for *free*! Create signage that says: **DaVinci Beads \$6.99 - Buy 4 get 1 Free**. You really don't need any other price at your display. Don't offer a complete bracelet at \$ 49.99; it does not work... use our suggestion...it does work! If you haven't done this yet, you will be amazed by the additional sales! We even have some 5x7 signage from Centercourt if you desire.
- **Increase Business by Adding a 2nd Displayer** –Did you know that we have a 2nd collection? DBII? Your original display comes with 109 styles; we have 248 styles and counting...customers have literally doubled their sales by adding a 2nd display!
 - **Happy Selling from Centercourt!**