



**UNIVERSIDAD DE QUINTANA ROO**

**División de Ciencias Políticas y Humanidades**

**The Use of Translation Techniques  
in a Didactic Text**

**TRABAJO MONOGRÁFICO  
En la Modalidad de Traducción**

**Para obtener el grado de  
LICENCIADA EN LENGUA INGLESA**

**Presenta  
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Trabajo Monográfico elaborado bajo la supervisión del comité del programa de Licenciatura y aprobada como requisito para obtener el grado de:

LICENCIADA EN LENGUA INGLESA

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## Table of Contents

Introduction.....	1
Justification.....	5
Objectives.....	7
Methodology.....	8
Theoretical Framework.....	9
Analysis.....	17
Conclusions.....	29
Bibliography.....	32

### Appendices:

Appendix One .....	34
Appendix Two .....	35

## **INTRODUCTION**

There are thousands of different cultures and languages in this planet. Thanks to translation human beings have the power to transmit their thoughts and feelings all around the world which would not be possible without the help of a translator.

In the translation field, the work of a translator is very significant because he/she is responsible for communicating the thoughts and ideas of two different languages and cultures. The main purpose of a translator is to make the reader feel that the text which he/she is reading was written in his own native language.

This monographic study is a creation of an English-Spanish translation of documentation that is used for a course in which the Spanish speaking people who work in a specific area will find the information in their own language. By reading this text, the researcher can notice the strong and the big importance that directly or indirectly tourism has in the way of life of most of the people who live and work in Cozumel. In fact, tourism can be considered the most important source of work in the Island.

The Cozumel Island is one of the most famous places that thousands of tourists all around the world visit everyday because of its reef, beaches, culture, traditions among other things.

As it was said before, the main source of work in Cozumel is tourism. However, what a lot of people do not know is that the main income of money that the Island receives comes from the cruise ships. Everyday, the island receives between three and six

cruise ships, depending on the season. For instance, during the high season (October-April) the best day of the week, the island can receive around twelve cruise ships. So, the cruise ships are the best way for the people from Cozumel to make money.

Working with the cruise ships system is not easy because everything depends on the relation that the stores have with the different lines of cruise ships. The stores must pay thousands and even millions of dollars in order to get advantages and make a good business with them. In this case the most important aspect to consider is the marketing that the stores have on the cruise ships. In every cruise ships there is a person that is called "Super Shopper or Port Lecture" who is the person that gives advice to the passengers of where to go and what to buy. It is difficult to have success in this cruise ships business without this person's support. In a few words, the most important is to be a recommended store because in this way the passengers have the freedom to go into those stores and be sure that they are buying quality and at the same time they can feel confident of the products they are buying. It is important to mention all this because the text that is going to be translated in this monograph is focused on the largest jewelry company in the Mexican Caribbean which just in Cozumel has more than twenty jewelry stores, all of them recommended in all the different lines of cruise ships. Thousands of tourists buy jewelry in Cozumel every year. Jewelry has become the main source of work, only after the tourist related positions. In fact, in the cruisers brochures, the island is labeled as the "Diamond Island".

The text that is going to be presented is focused on this specific area: jewelry sales. It contains a brief story of the company as well as its procedures and norms, which are really important in this kind of job because that information allows understanding

what the company expects in the development of their employees as salespersons of the jewelry stores.

What is one of the most important things that a specialist must be able to do in order to be a good translator? According to Marina Orellana (1997, p. 11) one important step in order to do a good translation is “Entender los conceptos del texto original. Por lo tanto, debe poseer amplios conocimientos generales. Si no entiende dichos conceptos no comprenderá lo que va a traducir y, en consecuencia, no podrá verterlos al castellano.” Then, the work of the translator is not just translating a text; it is also research about it before doing it.

Through the experience of different translators at the moment of being working in a translation, they realize that they face different problems In order to do a good translation. Thanks to that, translators begin to find out different ways to solve their problems. Thanks to this research made on the translation field, there are what a translator calls: procedures of translation. The main purpose of using them is to make the translator’s work easier and help him/her to find the correct or the most appropriate way to transmit the idea of the original text. Some of these procedures are: Borrowing, Calque, Literal translation, Transposition, Modulation, Equivalence, Adaptation, among others.

However, besides the procedures of translation there are some other options that can help the translator to make a good translation. According to Peña Aguilar Argelia (2007, p. 115), “Es importante recurrir a especialistas en los temas que aborde la traducción. La información que se obtiene de ellos puede marcar la diferencia entre una traducción buena o mala.” Based on this quote, the translator can be helped by

the author or by other specialists and take advantage of them in order to transmit the thoughts of the original text.

In this case, the author of the text that is going to be translated is still working in this jewelry company. Moreover, this translation will create a new source of information backed up not only in the author's knowledge but also in the experience of people who work in the jewelry areas such as salespersons, jewelers, merchandize department and other activities related to jewelry and its commercialization.

The following translation is a good example of what is a technical text. It means that this text is focused on a specific group of persons that work in the same area and the translator must work closer to the text and the persons that the text is addressed to in order to give them the appropriate translation. The main purpose of the translator is to make the reader feel at home and not to make them feel as if they were in a foreign country. If a translator can reach this goal, then the translation can be considered a good one.

Furthermore, in order to achieve a good translation it is necessary to know the correct use of the translation procedures. This translation is going to show how these procedures are a big support and assistance for this particular work.

## **JUSTIFICATION**

Nowadays, English language has become one of the most important languages all around the world. It is used like the connection or balance between two and even more than two languages and cultures. Even in some countries it is used as a business communication link because it is one of the languages that most people know and use as a second language.

The island of Cozumel is the leader of jewelry stores in the Caribbean. Therefore, thousands of tourists buy jewelry in Cozumel every year.

This monographic study is going to help the people who work in this area such as salespersons, jewelers and managers, among others. In this way, they are going to have firsthand knowledge related to the jewelry company information that has not yet been published in Spanish.

This translation not only is going to be useful for this specific group of persons, but also It can be a good support and help for people interested in the jewelry world. The people working as translators or interpreters will also find it helpful to have an available source to consult when working on this topic.

This monographic study will be useful for the students of translation who work in related topics or that have an interest in becoming a translator or working in some related fields. It can be useful as well for Spanish-speaking persons who are interested in knowing terms and the environment of work in the jewelry sales area.



This project pretends to show the amazing work that a salesperson must do everyday in order to succeed in this area. This translation is made with the main purpose of helping the people who work in the jewelry area and that do not know how to read and write in English. Some of them only speak the language and as a consequence they can easily get confused and sometimes misunderstand the information.

For sure, this paper is going to give the reader an idea of how difficult it is to work in this very competitive work and atmosphere where the job is an everyday strong competition where the most important is to be the number one.

## **OBJECTIVES**

The general objective of this monograph is to facilitate the training of would-be salesmen to work in the jewelry sale section of Diamonds International.

One specific objective is to provide the company with a good translation of a text that was written in English and which is used to train salesmen.

Another and more personal objective is in doing this work is to prove that I was able to do a good translation using the translation techniques and all the resources taught to me during my studies in the Licenciatura en Lengua Inglesa.

## **METHODOLOGY**

The methodology to be used in this monograph is first to read the original text to find out the type of text and to find the difficulties that I would encounter in translating it. The next step is to write the first draft of the translation and find different possible versions to be used in the difficult parts. Next, to ask informants to give their points of view on the best version. The informants in this case will be the author of the original text (whom the researcher can ask for the meaning of doubtful cases), and some of the salesmen with a lot of experience in the different stores of Diamond International who are bilingual and can help me to understand better the language most used on the sales floor.

Once the translation is reviewed and corrected, then the researcher is going to select those examples in which the techniques (mainly modulation and borrowing) are used. Finally, conclusions will be given.

## **THEORETICAL FRAMEWORK**

The human being has always been a social person with the power to express and communicate his thoughts, feelings and his daily life in general. This communication is part of a language. It can be spoken or written but both have the same purpose: to transmit messages.

There are a lot of languages around the world which are not the same; each one uses different words, sounds, symbols and grammar among others aspects. People have always had the necessity to communicate their thoughts but sometimes the languages become a barrier at the moment they want to express their ideas. For this reason, translation has taken an important role in the common life of every human being.

As mentioned by Valentin Garcia Yebra (1994, p.11) “La traducción ha sido desde hace milenios uno de los procedimientos más importantes, acaso el más importante, para la propagación de la cultura, para la creación y el desarrollo de las nuevas literaturas y para el enriquecimiento de las lenguas utilizadas para traducir.”

The purpose of translation is transmitting a message, in the most natural way, of something that has been written in a source language. However, translation is not just transmitting the message; it is a difficult job because every language is different. The translator must face a lot of problems at the moment of communicating the message of the source language into the target language.

In order to make a good translation it is necessary to take into consideration: The type of text (if it is technical, literary, scientific, etc.), the kind of reader it is directed to

(familiar with the topic or not; linguistically conscious or not or the reader's culture and nationality), the purpose of the text (for information, for recreation, etc.).

In any case, the purpose is the same: to make the reader feel that what he/she is reading was written in their target language in such a way to make them forget that it is a translation. In order to do this, it is necessary for a good translator to be familiar with translation techniques/procedures, which will facilitate his task.

The translation techniques are the procedures which are used by translators. "En primer lugar, el traductor debe prestar atención a la materia tratada por el autor, pues la variedad de temas aconseja también variedad de métodos de traducción." (Garcia Yebra, V. 1994 p. 224). Based on this quote the present researcher made a study of different translation techniques and of theorists such as: Nida and Taber, Mona Baker, Peter Newmark, Garcia Yebra, Vinay and Darbelnet, Santoyo and Vazquez-Ayora, among others. All these theorists mention different and useful translation techniques.

After having analyzed the different points of view expressed by the theorists consulted, the researcher made a comparison of the selection of the strategies and their description and definition coming into the conclusion that the most comprehensive data (and also quoted by the other theorists) was that of Vinay and Darbelnet. The following contains a list and an explanation of the different procedures which encompass the point of view of different theories.

According to Vinay and Darbelnet, “At first the different methods or procedures seem to be countless, but they can be condensed to just seven, each one corresponding to a higher degree or complexity.” (Venuti, 2000) These are some of these methods:

### **Borrowing**

It can be considered one of the easiest procedures because the translator keeps the word of the original text. e.g.: Sauna. This technique has often been used indiscriminately because it is easier than finding a way to express that word or phrase in the target language. This depends on the text and the kind of vocabulary it has. e.g.: software and hardware, which have become part of the Spanish speaker vocabulary as well as many other words present in the realm of computing. Sometimes the term may be specific or it doesn't have an equivalent in Spanish and the translator must keep the word because if it is translated, it can cause a misunderstanding as a result. e.g.: tortilla and tequila. Not all the theorists agree with the use of this procedure, Garcia Yebra is against it; he thinks it is not a process because the translator is not actually translating the word.

This researcher disagrees with García Yebra because in order to justify the borrowed term, the translator is involved in decision taking following a lot of research into the term(s) to be translated. This is essential in order to avoid the needless use of foreign terms when there is a perfectly good way to express it in the target language.

### **Calque**

Vinay and Darbelnet indicate that it “is a specific kind of borrowing whereby a language borrows an expression form of another but then translates literally each of its elements” (Venuti, 2000).

It is similar to borrowing; the big difference is that this procedure translates the word literally. The theorist Santoyo said it is an acceptable way of translation and Garcia Yebra considers it as a way of enrichment and contribution with new vocabulary into the target language.

e.g.:

football = balompié

science fiction = ciencia ficción (Lopez and Wilkinson, 1997 p. 242-243)

### **Literal Translation**

Vinay and Darbelnet define this procedure as “literal, or Word for Word, translation is the direct transfer of SL text into a grammatically and idiomatically appropriate TL text” (Venuti, 2000).

e.g. She has blue eyes = tiene los ojos azules

It is one of the most popular procedures but sometimes it is wrongly used resulting in a translation without sense.

e.g. the pirate Sir Francis Drake = el pirata, Señor Francis Drake

Garcia Yebra agrees, and so do I, with the use of this procedure but just if the nature of the target language can accept it. In other words, if the translation expresses the message of the original text, the translator is free to use it.

### **Transposition**

Vinay and Darbelnet say: “The method involves replacing one word class with another without changing the meaning of the message” (Venuti, 2000).

e.g.: out of order = no funciona.

Nida and Taber consider it like the main point of a translation because it keeps the original idea but it does not respect the grammatical form. In this procedure the translator replaces the grammatical form of a word with another without changing the meaning of the word. Newmark defines it like the transfer of a lexical word of the source language into the target language.

### **Modulation**

Vinay and Darbelnet define this procedure as “a variation of the form of the message, obtained by a change in the point of view” (Venuti, 2000).

The translator must use his/her good judgment in the moment of using this procedure; he/she should have enough knowledge in both languages to give the right message of the source language into the target language. What is most important is to find the solution in the moment of translating a phrase that may be using a literal translation; therefore, the message can be wrong and the reader will not understand it.

e.g.: food for thought = material de reflexion (literal translation: comida para el pensamiento). (Torre, 1994 p. 128)

In this procedure the translator must be clever and give the reader the same idea by using the right phrase he/she uses in their target language. Yebra considers it as a good change in the point of view of the reader. He said that every language has its own phrases/expressions and the translator should respect them and give the reader what he really is accustomed to reading and hearing, not a new phrase without sense.



## **Equivalence**

Vinay and Darbelnet indicate that “the same situation can be rendered by two texts using completely different stylistic and structural methods” (Venuti, 2000 p. 90).

Yebra said it is not an easy procedure, the translator has more responsibility because he/she should substitute one sentence for another; they do not have anything in common but they transmit the same situation. He said the translation has been described as the “closest natural equivalent of the source language message.” (Lopez and Minette, 1997 p. 271).

Nida considers it as one of the most effective translation procedure. In general, most of the theorists agree that it is a necessary condition or a central issue for translation (idioms, proverbs, clichés, adjectival phrases and the sounds of animals).

e.g.:

English Ouch! = Spanish Ayy

It is raining cats and dogs = esta lloviendo a cantaros

No right of way = prohibido el paso (Lopez and Wilkinson, 1997 p. 271)

## **Adaptation**

According to Vinay and Darbelnet “it is used in those cases where the type of situation being referred to by source language message is unknown in the target language culture” (Venuti, 2000 p. 90-91).

It is a technique that is related with the culture of the source and the target language.

The translator transmits a situation of the original text that does not exist in the target

language culture; he/she should find the most familiar or appropriate expression of the target language keeping the original message.

Santoyo defines it as a form of naturalizing; the main purpose is to achieve the same message of the original work but focusing in a reader of a different cultural background. In this procedure the translator must know and judge the knowledge of the reader.

e.g.: He kissed his daughter on the mouth = Abrazó tiernamente a su hija.

(Lopez and Wilkinson, 1997 p. 277)

According to Vinay and Derbelnet the techniques are condensed to just seven. (Venuti, 2000). However, there are three more translation procedures which are not usually mentioned: (Vinay and Derbelnet 1958 in Baker, M. 2001)

**Explicitation:** It is the technique of making explicit in the target text information that is implicit in the source text.

**Implication:** It is defined as ‘the process of allowing the target language situation or context to define certain details which were explicit in the source language’.

**Compensation:** It is a technique which involves making up for the loss of a source text effect by recreating a similar effect in the target text through means that are specific to the target language and/or text.

The function of the techniques is to describe, explain and predict the future problems that a translator faces in the moment of making a translation. They contribute and give the translator a clear view of how to proceed during the process of translation.

The use of the procedures of translation is something that the translator must have in mind in order to help him find the correct equivalent in the target language. Until now, there is no theory or law of translation which has been accepted by all theorists but, in general, there is an agreement on the kinds of procedures that can be used. The only limitation of a translation is the translator himself because he/she is the only one responsible in deciding what procedure and terms to use in order to achieve the main goal: transmit the message of a source language into the target language in such a way that the full message may be understood by the reader.

As mentioned by Valentin Garcia Yebra (1994, p. 311) “La regla de oro para toda traducción es, a mi juicio, decir todo lo que dice el original, no decir nada que el original no diga, y decirlo todo con la corrección y naturalidad que permita la lengua a la que se traduce.”

In this translation, the researcher is going to be dealing mainly with the techniques of Modulation and Borrowing. Modulation because there is always a need of using this technique in practically all the translations in English and Spanish due to the structural differences in both languages. Borrowing because of the very nature of the text to be translated. It has the style of a teaching manual with terms that, because of tradition or custom, are used and understood in the jargon of jewelry design and commercialization in the English language.

## **ANALYSIS**

Making a good translation is not easy. The translator must analyze different aspects such as: the kind of text he/she is going to translate (technical, literary, scientific, etc.); the kind of reader it is directed to, the main purpose of the text, among others.

All these points are extremely important because with them in mind, the translator is going to decide how he/she is going to work on the translation of the text. The main objective a translator must have in mind is to render a translation of the original in such a way that the new text is an exact replica of the original and can be easily understood because it is “written” in the target language.

The translation in this monographic study is a technical translation as the original text is a description of steps for the formation of a salesman in a jewelry sales company. This means that the translation must be very close to the original and the translator will have to use techniques that will help in the selection of the most adequate terms in the most correct manner.

As it was stated in the theoretical framework, in this text the main techniques that were used are Modulation and Borrowing, which is a logical result according to the type of text to be translated.

## **BORROWING**

Borrowing is a technique that is very much used in the translation of technical texts. There is a tendency to use new technical words in their original language because these terms keep appearing very rapidly and it is easier not to think of an appropriate equivalent in the different languages. An example of this can be seen in the computer field where many terms are expressed in the original language, i.e. USB.

In translating these terms, sometimes it is necessary to keep the words as in the original text in order to transmit the style and meaning of the author. In this text, this technique of borrowing is used frequently because these words have a specific meaning in the jargon that the people from this area use, which has become part of their daily vocabulary.

For the sake of clearness in the translation, the words that remained in the language of the original text were explained in footnotes in order to give a clear idea of the meaning of the term and at the same time to indicate to the user that these terms are used in English in the everyday language among the people who work in this field.

In the following boxes there are some examples of translation techniques. First, they are divided into the original text and the translation. Then, the word or phrase that is in bold letter and italics is the main example of the translation technique. At the end of the translation of each example there is written the number of the page of the original translation. Finally, every box has an explanation in order to give a clear idea why these examples were chosen.

The following are examples of borrowing that were found in the text:

**ORIGINAL TEXT**

Set up your assigned **cases** neatly and symmetrically...

**TRANSLATION**

Organiza cuidadosa y simétricamente los **cases** a ti asignados... p. 3

In Spanish this word can be translated as caja, estuche, forro, or cubierta. Evidently these words are not an exact equivalent, nor describe the object in question. In fact, this object does not look like any of the words that were just mentioned in Spanish; this object is similar to a tray and it has empty spaces in which the salesperson puts the jewelry.

**ORIGINAL TEXT**

If the counts is wrong again, check the floor and the **coffins** to make sure that nothing was dropped or forgotten.

**TRANSLATION**

Si la cuenta es incorrecta otra vez, revisa el piso y los **coffins** para estar seguro de que nada se te haya caído u olvidado. p.3

Ataúd and féretro have a connotation of death which does not relate to the objects described here.

**ORIGINAL TEXT**

... so that none of the pieces are touching the **displays** above.

**TRANSLATION**

... para que ninguna de las piezas roce con los **displays**. p.3

The terms despliegue, demostración, muestra exhibición or exposición do not give a Spanish speaking reader the nature of these devices used in the stores. The displays are little figures with different shapes which are used to put the jewelry. For instance, it can be a hand to show rings or watches, a neck to show necklaces, etc.

**ORIGINAL TEXT**

Write the date,..., your name and the name of the *runner* on the transfer.

**TRANSLATION**

Escribe en el formato la fecha,..., tu nombre y el nombre del *runner*. p.3

Even though an equivalent to the word runner could be mensajero, it is common to refer to this person as runner when speaking Spanish because he has a wider range of responsibilities than a mensajero may have. This person's main job is to carry the pieces of jewelry from one store to another.

**ORIGINAL TEXT**

Maintenance of merchandise and *showcases* is very important to our business.

**TRANSLATION**

El mantenimiento de la mercancía y de los *showcases* es muy importante en nuestro negocio p.4

The words vitrina, escaparate and mostrador, which the dictionary uses as equivalent of showcases, have a different connotation in Spanish in this part of Mexico. Vitrina is a piece of furniture used in dining rooms in homes to hold

cutlery and china; escaparate describes a window in a store and mostrador is the place where the product of a sale is handed to the customer.

**ORIGINAL TEXT**

i.e. take rings off **holder** and fill space in a larger display

**TRANSLATION**

Por ejemplo, retira los anillos del **holder** y colocalos en un display más grande.

p.4

The Spanish equivalents of sostén, soporte and porta plumas do not indicate this “tube” that is used to hold rings.

**ORIGINAL TEXT**

The Take – Away

**TRANSLATION**

La Técnica del Take - Away p. 12

Take away here is used to describe a technique used by salespersons to better their sales. It is known by its English name. This technique is very useful for salesmen because it helps them to keep the customer in the stores. It starts with a regular question such as: What bring you into our store today? Then, the salesmen use the answer of the customer to make a new question in order to keep the conversation with the main purpose of making the customer feel confident and in this way start to make the sale.



In order to decide whether to keep the word or translate it, the translator asked a group of persons who work in this specific area and all of them agreed that they use all the above terms in their English name in order to avoid having to describe their equivalents in Spanish or to coin an equivalent in Spanish, thus forming part of their jargon.

## **MODULATION**

The main purpose of this procedure is to give the correct message of the original text into the translation. Vinay and Darbelnet said that this procedure is a variation of the form of the message. This procedure is used in all types of translations (literary, scientific or technical) because it is a handy resource to be used to clarify meaning.

### **ORIGINAL TEXT**

*General Manager*

### **TRANSLATION**

*Director General* p. 2

Gerente general, which could be a literal translation to General Manager indicates in this part of Mexico, a person who is responsible for some sections in stores or shops; whereas director general is the top echelon of the company which is the case of the person referred to in the original text.

### **ORIGINAL TEXT**

It is important to look professional at all times when you are selling *high-end merchandise*.

### TRANSLATION

Es importante tener un aspecto formal en todo momento cuando estás vendiendo **mercancía costosa**. p.7

A modulation was necessary here because the adjective high-end if translated literally would not indicate the real meaning of the phrase.

### ORIGINAL TEXT

No clogs or **running shoes** allowed.

### TRANSLATION

Los zuecos y **tenis** no están permitidos.p.7

In this example it is not appropriate to use a literal translation. The translation of “running shoes” would be “zapatos para correr” but this phrase is not necessary as in our Spanish language there is a word for this specific kind of shoes. The word is “tennis”

### ORIGINAL TEXT

We never buy at **spur of the moment**

### TRANSLATION

Nunca compramos **sin analizarlo** p.13

In this case, the translator used the most common and correct expression in Spanish in order to give the right message. On the other hand, if “spur of the moment” is translated into Spanish using a literal translation; then, the message can be wrong. For instance, the literal translation is: Nunca compramos por un

estímulo momentaneo. As it was mention before, this phrase is not the correct expression in Spanish.

**ORIGINAL TEXT**

**You are** a repeat customer

**TRANSLATION**

**No es** la primera vez que nos visita. p.15

In this example, an antonymic modulation was used in order to give a more Spanish sounding equivalent.

**ORIGINAL TEXT**

(except for loose stones, **designer jewelry** and watches).

**TRANSLATION**

(excepto en las piedras sueltas, **joyería de marcas reconocidas** y relojes.)

p. 15

The word designer, which in English is used to modify jewelry, clothing and perfumes with the meaning of being exclusive and expensive, is not really used in Spanish with the same meaning; thus, it was necessary to use modulation.

**ORIGINAL TEXT**

I can offer you a **packaged deal price**.

**TRANSLATION**

Le puedo ofrecer un **descuento global**. p.15

The phrase "descuento global" in Spanish would be an appropriate equivalent that a Spanish speaker will use in the sales area.

**ORIGINAL TEXT**

Remember use ***baby-steps*** when offering discount.

**TRANSLATION**

Recuerda ofrecer el descuento ***con cautela***. P.16

In this case, it is not possible to use a literal translation because the words in Spanish do not have anything to do with the meaning of the original text. In English it is customary to use a lower level of formality to "lighten" a text, which is not used in Spanish.

**ORIGINAL TEXT**

This is a great promotion to help your customer find something nice with a ***big look***.

**TRANSLATION**

Esta es una gran promoción para ayudar a que tu cliente encuentre algo fino con una ***buena presentación***. p.20

This modulation was effected for the same reason as the previous one. There is a higher level of formality in the Spanish translation.

Addition is a technique that can be classified under modulation. It is sometimes necessary in order to make the text in the target language more natural and

comprehensive. In the following examples it was important to use this technique in order to give the reader full information and clearer meaning.

**ORIGINAL TEXT**

Merchandise that is displayed attractively ***sells***.

**TRANSLATION**

La mercancía que está acomodada de una manera atractiva, ***se vende mejor***. p.4

Here, the phrase “se vende mejor” sounds more natural in this text. Without the addition, the sentence would be brusque in style.

**ORIGINAL TEXT**

..... check the cases ***for disarray*** and tidy the jewelry.

**TRANSLATION**

...revisa los casos ***regularmente*** por si se encuentran desaliñados y ordena la joyería. p.4

The word “regularmente” conveys the author’s idea implicit in the English text. The salespersons must do this activity not just once at day; the author means that they need to do it every time that they are free.

**ORIGINAL TEXT**

After setting up your cases, you will be required to count some showcases...

**TRANSLATION**

***Al comienzo del día***, después de organizar tus cases, es necesario contar... p.6

In this case, it is correct to add the phrase “Al comienzo del día” because this action is just done once at day and in the morning. This is the reason why it was important to specify something that the original text does not have in order to avoid a misunderstanding.

**ORIGINAL TEXT**

I don't blame you... take your time here, I will be back,...

**TRANSLATION**

No la culpo y tómesese su tiempo aquí, **en un momento** regreso. p. 14

Again this is an example where Spanish uses a more formal language.

This addition is used to be more amiable with the client.

**ORIGINAL TEXT**

The Take – Away

**TRANSLATION**

**La técnica** del Take - Away. p.12

In this sentence it was necessary to add a noun in order to help the reader understand what is being talked about. As was said before the term “take-away” is a specific phrase within the sales jargon.

**ORIGINAL TEXT**

It is not the money... is it?

**TRANSLATION**

¿No estamos hablando de dinero... o si? p.13

This is an example of transposition, (grammatical modulation) where the translation will give a more natural way to ask a question of this type.

## **CONCLUSIONS**

The term translation seems to represent an easy task to some people, but it is not. The translator faces a lot of problems in order to achieve the goal of giving the reader the correct message from the author.

One important point that a translator needs to take into account is to always respect the ideas and style of the author. For instance, at the moment of doing this translation it was necessary to do an analysis and decide whether to keep some words in English or not. It was necessary to ask the author the real idea or meaning of some sentences or words such as displays, cases, coffins among others in order to avoid a future misunderstanding with the new people. The translation needs to be the closest and the most loyal to the original text. The main purpose of a translator is to transmit the ideas not just words and it has to be done with precision.

By doing this translation it was necessary to look for the different translation techniques in order to transmit a clear message into the target language. Of course, a translator not only has these tools in order to make a good translation; there are other sources of information such as dictionaries, books, fliers, magazines and informants, among others which are a big help at the moment of searching for a solution for solving some problems.

As it can be seen the translator not only takes the position of the reader and the author in order to make a good translation; the translator takes the role of a researcher as well in the moment of looking for the most appropriate word to transmit the same idea into the target language.



At the beginning of this translation the translator faced some problems; some words were translated using literal translation, but at the moment of reading the text the author's message was wrong. This means that the text was understandable for the translator, but in the daily use there are some words or expressions that are not used by this group of persons. Then, it was necessary to interview some persons related to the topic of the text, so they helped to confirm that the translation sounded natural and understandable to them. Then, knowing this information the translator took the decision of what kind of techniques were the most appropriate to do this technical text.

The main problem in this translation was deciding what terms to keep in the original text and which of them to be translated but thanks to the information on translation techniques, the work of doing this translation became easier because they gave to the translator more options of writing a clear language with the main purpose of making the reader feel that the text that he/she is reading was written in his target language.

Something that is important to mention is that at the moment of doing a translation the translator always needs to take into account that language and culture go together. A good translation can not be done without having knowledge of the culture of the target language. For instance, in this text there are some phrases in which the translator used the addition technique because in the target language it was necessary to use more complete and formal sentences than in the original text in order to add the missing information which was taken for granted in the source language. It is part of the culture of the target language and the translator can not

change it because as a result the text is not going to be a natural equivalence of the source language: it is going to sound incomplete.

In few words, the work of a translator is complicated and at the same time exciting because at the moment of doing a translation the words become a big challenge for the translator. The translator knows that the translation it is not just the action of writing a text in a different language; the main purpose is to connect two different cultures in the same text.

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## **Appendix One**



**Diamonds International** was established nearly two decades ago. What began as one store in St. Thomas has now blossomed into more than 80 locations. Diamonds International is now one of the largest jewelry retailers in the world. We have more locations in the Caribbean than any other fine jeweler, but our network stretches from the company's New York City headquarters into Mexico and as far as Alaska.

The founders of Diamonds International are both graduates of the Gemological Institute of America. They personally oversee every aspect of our daily operations, and source stones from the worlds largest diamond mines, allowing us to offer beautiful jewelry- at the best possible value- directly to the public.

Throughout our history, we have distinguished ourselves by providing a comfortable shopping atmosphere, and outstanding customer service. Whether enjoying a Caribbean vacation, or shopping at home in the United States, thousands of people look to us, and our sister stores- Diamond Creations, Tanzanite International, Watches International, Just For Men, DI Watch & Design, and our online store at [www.WelcomeToOurWorld.com](http://www.WelcomeToOurWorld.com)- to provide them with luxury jewelry, elegant timepieces, and the finest gemstone products at an unsurpassed value. We are proud to satisfy them.



Dear new Team Member,

I want to be the first to welcome you to the team of Diamonds International. As you all may know Diamonds International is the leading jewelry store in the Caribbean and has more stores and merchandise than any other store in the Caribbean. We have been growing for decades and we are still on a path of growth. One of the main reasons for our success is our powerful and knowledgeable sales staff. We always personally pick our sales professional and for that reason you all are considered the best in the field of jewelry retail. When you first walk onto the sales floor you will understand that our sales floor environment is much more intense than any other jewelry store environment. The reason why is because our employees are always trying to figure out ways to sell more and make our company a better place. The atmosphere is very competitive and for that reason you have been chosen to be apart of that competitive atmosphere, because we feel you will compete well and show everybody how talented you are. You must always understand that the competition is strong and that there are always people who will try to gain your position as number one. Stay alert and never think that you are the best because that is the day you will lose.

With that being said I want to congratulate you on your new position at Diamonds International and I hope together we can show everybody why we are considered the best.

A handwritten signature in black ink, appearing to read 'Shaun Gad', is positioned above the typed name.

Shaun Gad  
General Manager  
Diamonds International

## **DAILY RESPONSIBILITIES**

### **Be on time**

Know your schedule. Arrive for work dressed professionally, well fed and rested with your hair and make-up done. (See dress code).

Always check the schedule before you leave work in case there has been a change.

### **PACKING**

Jewelry must be handled with care.

Set up your assigned cases neatly and symmetrically with the tags hidden and holes filled.

When you finish setting up your cases, help someone else with theirs.

### **COUNTS**

Count cases before and after setup.

Be accurate with your counts, do not guess. If you count the case and it is still wrong, ask another salesperson to count it for you. If the count is wrong again, check the floors and the coffins to make sure that nothing was dropped or forgotten.

### **NEW MERCHANDISE**

Receive, count, and display any new merchandise the manager assigns to you.

Check all pieces to make sure there was no damage during shipping. If you find a damaged piece, show it to your manager and transfer it to merchandising.

### **TRANSFERS**

Fill out the transfer sheet at whenever you send or receive a piece from another store.

Write the date, case number, piece description, your name and the name of the runner on the transfer. Make sure you write returned or sold, depending on the status.

### **CLOSING**

Once counts are correct remove all items from the case and place them carefully in the coffins.

There should be a layer of foam between all layers of jewelry so that none of the pieces are touching the displays above. Let your manager know if you need new foam or coffins so they can order them. Pack all coffins in the safe as carefully as you pack the jewelry. There are more instructions in the Packing/Unpacking section. Check the floor and all of the cases to make sure that nothing was dropped or missed. You may leave when the manager tells you to go.



## Case Maintenance

Maintenance of merchandise and show cases is very important to our business.

Merchandise that is displayed attractively sells.

A) Clean case with a damp cloth before putting jewelry in.

B) Always take a piece of merchandise out of the case if it is damaged or if it does not have a tag.

C) Throughout the day, check the cases for disarray and tidy the jewelry.

D) On a daily basis, we should be hiding tickets, cleaning cases and checking tickets.

E) Once a week, weigh all loose stones, record discrepancies and report them to your manager.

F) When working with fine jewelry every day, salespeople sometimes take the fact that they work with high quality jewelry for granted and get careless in handling the merchandise. Please remind yourself of the level of merchandise you are handling and treat it with the care and respect it deserves.

G) Everyone is responsible for maintaining the merchandise. This requires teamwork.

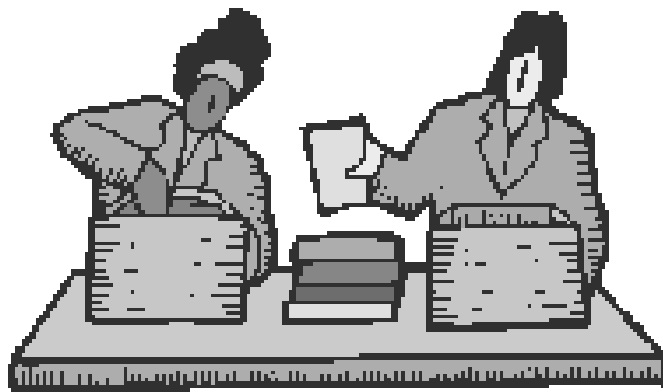
H) As items are sold, fill in empty spaces, i.e. take rings off holder and fill space in a larger display. Change display size if it necessary. If you sell a pendant or earrings from a multiple display, please remember to return the pad after, since they are often different sizes it is impossible to find the match later.

## Packing/Unpacking

After closing, all merchandise is packed up and stored in safes overnight. Each piece must be handled with care and protected with packing material. Remember, you are handling some very valuable pieces, so treat them gently and follow these tips to avoid damage.

- Be generous with the packing material (i.e.:bubble wrap, foam)
- All gemstones have the potential to scratch each other. Never pack jewelry in a position that allows gemstones to touch one another.
- Never lay jewelry directly on the glass surface of the showcase. This can damage the showcase.
- Both gold and platinum are subject to scratching, especially from gemstones, so protect them from scratching with packing material.
- Sharp blows and pressure can break even a diamond. Handle the jewelry with care to avoid falls. Always hold jewelry over the showcase while packing. This minimizes risk by reducing the distance a piece will fall if dropped.
- Gold is very malleable, so it is easily subject to bending. Avoid packing it in a position that could put excess pressure. A misshapen chain is almost impossible to fix and even more impossible to sell.
- Fine chains must be packed individually and laid out to avoid tangling. Every knotted chain is damaged in the process of loosening the knots and will eventually break.
- Report to your manager for extra packing material.

Use common sense when packing and unpacking. Keeping the merchandise in top condition is in your best interest. Remember, we are here to sell jewelry, not to repair it.



## COUNTING/ INVENTORY CONTROL

After setting up your cases, you will be required to count some showcases (in a random list) to match the inventory. During counting, you are not allowed to leave the store.

A) Go slowly. Counting is a security function; if you are careless with counting then you are being careless with the jewelry.

B) Stand in front of the showcase while counting so you can clearly see each piece of jewelry. Memorize the quantity that each display holds, so you don't have to count each individual piece.

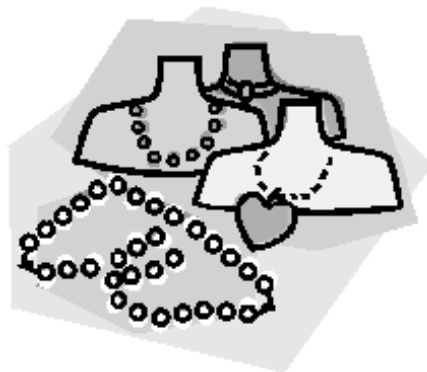
D) When counting chains and bracelets, close one eye and pretend you're "touching" each piece with your pen. It's easiest if you do this at the bottom of each display unit where the chains and bracelets end.

E) Never memorize the counts.

F) If you are uncertain about a count, do it again. If your first count is wrong, you will count again.

G) Counting isn't easy. Even veterans can make mistakes. At first, it will seem overwhelming, but in time it will get much easier and you'll get better.

H) You should never count any of same cases in the evening that you counted that morning.



## DRESS CODE

It is important to look professional at all times when you are selling high-end merchandise. Therefore you must follow the company dress code.

### **MEN**

White dress shirt with long or short sleeves. Please no polo shirts or t-shirts. Ties must be worn at all time.



Dress pants should always be worn. Acceptable colors are Black and Navy. No jeans of any sort are acceptable.

Jackets are optional but should match the pants.

No silver or fantasy jewelry is allowed. Only one earring please and no zirconia's. Shoes should be cleaned and polished at all times.

Nails should be kept short and filed.

### **WOMEN**

Blouses should be white. No T-shirts are allowed.

Skirts and dress pants are acceptable in Black or Navy. Skirts should be at a decent length and not too tight. Dress pants should not be tight. Jeans are not allowed.

Shoes should be cleaned and polished at all times. No clogs or running shoes allowed.

Nails can be natural or polished and all the same length.

No silver or fantasy jewelry is allowed.

### **PERSONAL**

This is for all sales staff.

Hair must be neat and tidy.

Neither chewing gum nor food is allowed on the sales floor.

Cellular phones are not to be used on the sales floor.

A manager has the right to send you home if he feels that you are dressed inappropriately. Think first and avoid the hassle of being sent home.

## Security Procedure

Security is very important to Diamonds International. From the moment you come to work until you leave, security should be first and foremost on your mind.

Please, observe these simple guidelines.

Upon entering and exiting the showroom before and after hours, make sure that you lock the door behind you. You will be assigned a showcase to set up and to pack everyday. You are solely responsible for that showcase. Treat merchandise with great care. Our merchandise is very delicate and expensive. Take your time. Rushing results in lost merchandise. A piece may fall on the floor or be left in a box. Always double-check your box, foam and showcases for merchandise left behind. While showing merchandise you must close and lock the cases each time you need new item to show. (We must adhere to this policy for insurance purposes). The number one rule is three pieces out a time. If a customer is looking at three pieces and would like to see another piece, you must put one back. Remember that the minute you take a piece out of the case, you are



responsible for that piece until we have payment and the customer has left. Always use a pad to present merchandise, while adding a professional touch, the jewelry pad makes the item stand out on the showcase, which makes it easier for you to keep track of. Never place a full tray of merchandise on the counter. All loose stones must be weighed after presentation before putting them back in the display trays to assure that they are returned to the correct tin. Do not leave your customer alone with the merchandise unless you are keeping a constant vigil. Sometimes customer will need a little privacy



to discuss a purchase so offer them a beverage and make them feel as if you are giving them some room, but never take your eyes off the merchandise.

Do not attempt to help two customers at one time. Once another salesperson is available, ask for their help.

Be very careful with tags. If a tag falls off reattach it right away. If you find a tag in the case or on the floor and you cannot find where it goes, take it to a manager or the cashier. If you find piece of merchandise without a tag, bring it to the attention of the manager.

Never remove tags from merchandise unless the piece is sold.

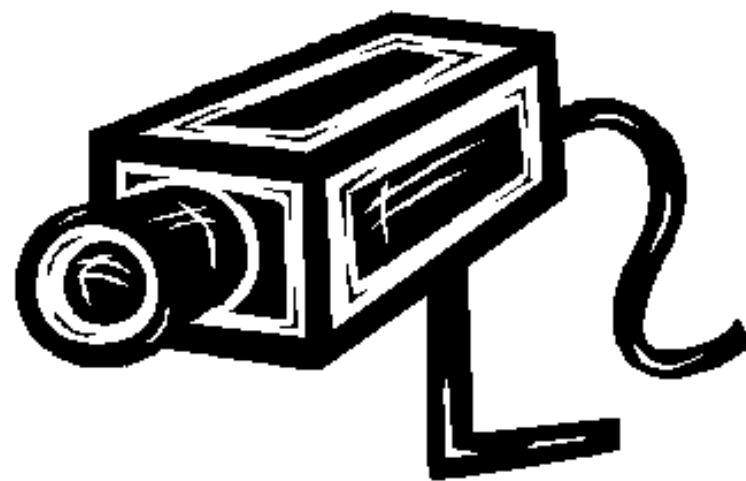
Receipts are just as important as tags. Never throw a receipt or tag away. If you have an error on a receipt, void it and hand it into the cashier.

Be very careful with your case key. One will be assigned to you, and you are responsible for it. Never leave your key in the cases or on the counter. Never let a customer go behind the cases.

Whenever merchandise is taken from one store to another, it must be logged in the transfer sheet. You are responsible for this.

No associate is to leave the sales floor until counts have been cleared and the manager has given the ok.

There are two kinds of theft, internal and external; we have talked about deterring external theft by taking the above mentioned steps. Internal theft causes loss to the company and ultimately loss for all associates employed by the company. You should always report any suspicion of internal theft to your manager.



# SUCCESSFUL SALES TECHNIQUES

## **What are first impressions?**

First impressions go two ways. The first is your impression of the customer. The way a customer is dressed can be misleading, so do not judge a customer by how they are dressed. Remember, they are on vacation and rarely are going to come shopping wearing all of their jewelry and best cloths. Someone who looks like they don't have much money could easily be a millionaire. Treat every customer as if they are millionaires and you will be surprised at how much they will spend with you.



You make an impression on the customer as well. There are a number of ways to make a good first impression.

Personal grooming- fingernails must be clean and filed, men should be short; women, Polish should be neat and not chipped.

Dress code- read the dress code and follow it. (see page 6)

Name tag- lets the customer know who you are.

Smile and greet the customer as soon as they walk into the store.

Introduce yourself.

Be professional and relaxed when you talk to the customer.

Attitude – be positive, friendly, and open to your customer.

Preparation- know what merchandise is in your stores. Go to training sessions to learn about your products.

## **Body language**

What you say tells the customer a lot about you, but how you present your body to them can tell them more.

\*Maintain good friendly eye contact.

\*Do not fold your arms, this makes a wall between you and the customer.

- \*Stand straight, don't slouch, it makes you look lazy and inefficient.
- \*Do not touch your face or cover your mouth, it makes you look dishonest.

### **Approaching the customer**

Approaching the customer properly helps you to make a good first impression. Here are some effective approaches that will help open the customer to conversation.

- \*Good morning, welcome to Diamonds International..
- \*What can I show you today?
- \*Good morning, my name is...
- \*Wow I love your earrings, let me show you a pendant to match.

### **Open ended questions**

When you first approach a customer, try to get as much info as possible. You can do this by asking "open-ended questions". An open-ended question is where the customer has to give more than a yes or no answer. Instead of asking: "Are you looking for something special?" Ask: "What special thing can I show you?"

Questions starting with the word "DO" will often lead to a yes or no answer. Questions starting with the word "WHAT" will usually give you a more complete answer.

No one can come up with your opening lines; you have to develop your own. But never say: "Can I help you?" Don't be afraid to joke with the customer and have fun, if the customer remembers their shopping experience with you as being fun, they will look for you the next time they come back.



## The Take – Away

The take- away is a technique used to defuse the defensive shields used by your customers. It involves two parts.

1. Agreement that it is okay to look
2. An exact repeating of the customer's defensive shields phrased as a question.

Here's the take away handling each of the top five defensive shields:

TRANSITION: What brings you into our store today?  
DEFENSIVE SHIELD: I'm just looking.  
AGREEMENT: That sounds like fun.  
TAKE- AWAY: What are you looking for?

TRANSITION: What brings you into our store today?  
DEFENSIVE SHIELD: I'm just browsing.  
AGREEMENT: I love to browse too.  
TAKE- AWAY: What are you browsing for?

TRANSITION: What brings you into our store today?  
DEFENSIVE SHIELD: I just wanted to see what you have.  
AGREEMENT: Well, great!  
TAKE- AWAY: What kinds of things would you like us to have? (put a big smile in your for this one!)

TRANSITION: What brings you into our store today?  
DEFENSIVE SHIELD: I'm just killing time.  
AGREEMENT: We all need a little more time to kill.  
TAKE- AWAY: What are you looking for while you're killing time?

TRANSITION: What brings you into our store today?  
DEFENSIVE SHIELD: My husband's just next door shopping.  
AGREEMENT: So you're on your own for a while.  
TAKE- AWAY: What are you looking for while he's shopping?

You are going to be so delighted with how effective this technique is! In the majority of cases, your customer will open up and off you go into probing.

## OBJECTIONS AND ANSWERS

### **1. “I will be back”**

**A:** Great! So, why don't you take my watch and give it to me tomorrow?

**B:** Since you are interested, let's start with the paperwork, so it will be ready when you come back.

### **2. “I need to ask my husband (wife, son, etc)”**

**A:** Ok. So while you go and ask your husband, I will ask my manager if I can sell this to you.

**B:** Allow me to ask you something, and please tell me the truth: do you always ask him before you buy something?

**C:** You have all of the information you need about the product, so what possible question can he answer about this, unless it is about finances?

### **3. We never buy at spur of the moment**

**A:** If you came into the store with your credit card in your hand, and told me that you wanted to buy this product, with out knowing anything about it, that would be spur of the moment.

**B:** We can open some post-dated vouchers for the total amount, so you pay little by little, not all at once or spur of the moment.

**C:** Be as charming and funny as you can, in a respectful way, so you disarm him... you have nothing to loose by doing this.

### **4. I can't decide right now**

**A:** You are telling me that you are 50 years old and can't make an intelligent financial decision?

**B:** It is not the money... is it? Ok, well, that is what we are talking about.

**C:** There's people that think, and people that do... if you don't play, you can't win.

### **5. ...just looking...**

**A:** Buy my product, and then go ahead and compare. If you still find the same product with the same quality at a better price, I will do my best to match it.

**B:** Don't let a good offer slip by, if you are looking, this is what you are looking for, with the best quality in the market at the best price.

**C:** You are looking for the best at the best price... and my product has all of that and more let me show you...

**6. I have to think about it**

**A:** If you were the owner of this store, and you employed me, you would not want me to let you go for that reason you would like me to try to sell it to you...

**B:** The only thing to think about is money, right? So why don't you have a seat, consider this product for a few minutes... I will be right back.

**C:** I don't blame you... take your time here, I will be back, and please ask me all of your questions.

**7. It is too expensive (use class and tact, and very carefully take it away)**

**A:** With a product like this and all of the benefits, what are you comparing this product with?

**B:** You can travel in first or second class... that is up to you, but remember that you will get what you pay for. Remember that my product is of the best quality on the market, and if it does not match with your life style, then I don't think you need it.

**C:** It will be way more expensive in the future, and chances are that you will not find this quality anymore in the market... if you can't get it now, think about the future.



## **DISCOUNTING**

Salespeople have the ability to negotiate up to 58% off code on merchandise (except for loose stones, designer jewelry and watches). Any further discounting must be given by a manager. Use your good judgment before giving a big discount.

Discount the price only if price is the objection. Use these steps:

1. Find the right item.
2. Find out price range, so you know how much to discount.

Always give a reason for offering a discount.

Here are some ideas:

1<sup>st</sup> discount: retail price.

2<sup>nd</sup> discount: because you are on the cruise ship.

3<sup>rd</sup> discount: because you are celebrating your anniversary.

4<sup>th</sup> discount: because the manager wants to move inventory.

Continue to offer discounts and insist on giving the manager's best price if they still won't commit. Always assume price decrease could change the customer's mind.

If the customer is going to walk away, ask them to make you an offer." What will you pay for this item right now?" Ask for a credit card and take it to the manager.

Here are some additional suggestions for reasons to discount:

First sale of the day.

This is the last sale of the day.

I only need one more sale to meet my goal for the day.

You are a repeat customer.

You are buying two (or more) items. I can offer you a packaged deal price.

Your friend is buying too.

Business is slow today.

A special birthday price for you.

We want you to have this piece.

I can offer you a low cash price.

When you need a manager's price, know where you're at:

Do you have a commitment to buy at lower price, or is your customer walking away?

How are they paying?

Is this a packaged deal?

What your price and % of discount? Please, be prepared to tell your manager this information when you ask for a price ex. "I'm at \$500 which is a 58% discount"

What is the customer's objection?

Why do they need a better price?

Go back to your manager as many times as necessary to close the deal. Go back always to the same manager.

If your manager gives you a price and you think you can close the deal at a higher amount, GO FOR IT!!!

Always get a little bit more money from the managers discount, that gives yourself some extra room for further discount.

Diamond International philosophy: "Never let the customer walk."

If your customer leaves without having offered the manager's best price, disciplinary actions can be enforced.

Ask the customer to make an offer.

Remember use baby-steps when offering discount. Offer small decreases don't give it all away.

Use closing statements whenever offering additional discounts.

Ex: If I can get you a better price, will you go head and buy it now? Let me have your credit card and show the manager you are serious.

Know your inventory. Often you will find the same kind of jewelry, but at a better price.

Offer numbers that end in 95 or 99 i.e. if the price is \$1,248.93; offer the customer a price of \$1,249.00.

# COMMISSION STRUCTURE

## JEWELRY

0 to 49%	7% commission
49.1% to 51.5%	6% commission
51.6% to 53%	5% commission
53.1% to 55.5%	4% commission
55.6% to 58.5%	3% commission
58.6% to 59.5%	2% commission
59.6% and more	1% commission

You must ask your manager for discounts after 58%.

## LOOSE STONES

0 to 5%	3% commission
5.1% to 18%	2% commission
18% and more	1% commission

You must ask your manager for discounts after 18%.

## WATCHES

All watches have a 2% commission.

# BONUSES

## Daily

Six sales \$25.00

## Weekly

Most sales \$25.00

Largest amount \$25.00

Percentage 1st \$50.00

Percentage 2nd \$25.00

**Total \$125**

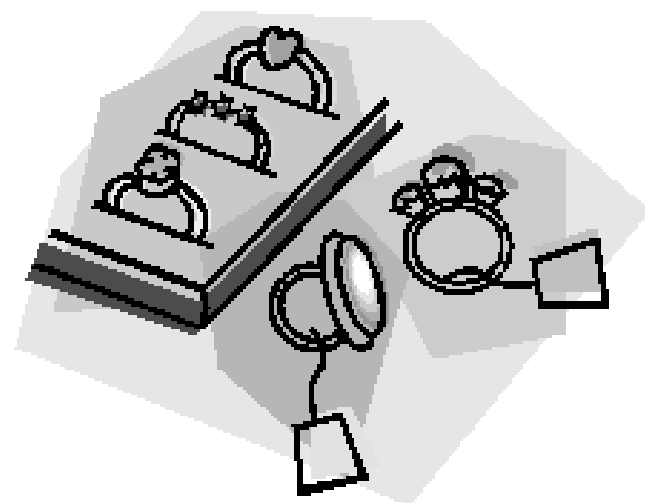
## Monthly

First \$30.00

Second \$20.00

Third \$10.00

**Total \$60.00**



## PROMOTIONS

Promotions are a very important part of the Diamonds International marketing program. They are what bring the customers into the store. It is important that you are aware of all of the promotions that occur in the company as well as the promotions that occur in your particular store.

### \$5.00 TANZANITE STUDS

The best thing about this promotion is that everyone wants to own a piece of tanzanite. This is a great way for you to move the customer over to your tanzanite cases. Explain that yes, the color is pale but tanzanite is like the ocean. A cup of seawater is not very dark but when you put it into the ocean you get that beautiful deep bluish color. The same applies with tanzanite. A small stone will not have a very deep color.

### DIAMOND TENNIS BRACELETS

We carry a promotion on diamond tennis bracelets from 1.00 cts to 5.00 cts in two different styles. The color is usually C1 or C2 and the clarity is SI2 or I1. Memorize the prices. These bracelets sell very well. They are used to show a first time customer the value of our jewelry and they are very popular for people who don't have a lot of money but want something nice. Don't forget to tell you customers that if they would like a 3.00 ct and can't afford it, that the 2.00 ct is only \$599.00. Buy the 2.00 ct this year and next time you are on a cruise you trade it in for the 3.00 ct or 4.00 ct and only pay the difference. Within a year or two you could own a 5.00 ct diamond bracelet.

1.00ct \$399.00

2.00 ct \$599.00

3.00 ct \$950.00

4.00 ct \$1700.00

5.00 ct \$2550.00

Add an inch for \$100.00

Offer your clients the option of making earrings and pendants with the extra links.

The bracelet promotion is an excellent way to make friends with your customer and keep them coming back to you year after year.

### TANZANITE RINGS

The tanzanite stores as well as a few others carry a tanzanite ring promotion. These rings sell for \$499.00 and are available in 14k white or yellow gold. They each have an oval tanzanite and are accented with trilliant cut diamonds. The carat weights range from about 0.35 ct to 0.55 cts for the tanzanite and 0.20 cts for the diamonds.

### PYRMAMID RINGS

This is a great promotion to help your customer find something nice with a big look.



These rings range in size from 0.25 cts to 2.00 cts and are set in 14 kt white or yellow gold. They each have 14 diamonds that are C1 color and usually SI2 or I1 clarity.

Memorize the pieces and the prices. Once again this is a great way to make a friend of your customer and use it for an upgrade in the future.

0.25 ct \$199.00

0.50 ct \$399.00

1.00 ct \$649.00

#### MOVADO

Movado offers a great two for one promotion on its Movado museum leather strap watch. You get two watches for \$349.00. This is a great seller especially around Christmas. Don't forget, you get an automatic 2% on every watch sale. This promotion is a great way to boost your commissions on a slow month.



## **Appendix Two**



La compañía **Diamonds International** se estableció hace casi dos décadas. Lo que empezó como una tienda en St. Thomas se ha transformado ahora en más de 80 localidades. Diamonds International es ahora uno de los más grandes vendedores de joyería en el mundo. Tenemos más tiendas en el Caribe que cualquier otra compañía similar y estamos presente en América del Norte desde Alaska hasta México incluyendo nuestras oficinas centrales en Nueva York.

Los dos fundadores de Diamonds International son graduados del Gemological Institute of America. Ellos personalmente supervisan cada aspecto de todas las operaciones diarias al igual que la procedencia de las piedras de las minas de diamantes más grandes del mundo permitiéndonos ofrecerle directamente al público joyería preciosa con el mayor valor posible.

A través de nuestra historia, nos hemos distinguido por brindar un cómodo ambiente de compras y un destacado servicio al cliente. Ya sea disfrutando unas vacaciones en el Caribe o comprando en su lugar de origen en Estados Unidos, miles de personas se dirigen a nosotros y a nuestras tiendas hermanas– Diamonds Creations, Tanzanite International, Watches International, Just for Men, DI Watch and Design y en nuestra tienda virtual [www.WelcomeToOurWorld.com](http://www.WelcomeToOurWorld.com) para proporcionarles joyas de lujo, relojes elegantes y productos con las piedras más finas y preciosas a un precio insuperable. Estamos orgullosos de satisfacer a nuestros clientes.



**Estimado nuevo integrante de nuestro equipo:**

Quiero ser el primero en darte la bienvenida a nuestro equipo de Diamonds International. Como sabes Diamonds International está a la vanguardia entre las tiendas de joyería del Caribe: tiene más tiendas y mercancía que cualquier otra entidad en el Caribe. Durante décadas hemos estado creciendo y todavía estamos en desarrollo. Una de las principales razones de nuestro éxito es nuestro poderoso y capacitado personal de ventas. Nosotros seleccionamos personalmente a nuestros profesionales de ventas. Esta es la razón por la que son considerados los mejores en el campo de la joyería. Cuando por primera vez camines por nuestra área de ventas, comprenderás que el ambiente de nuestra tienda es mucho más intenso que en cualquier otra joyería. La razón es que nuestros empleados siempre están tratando de buscar formas de vender más y hacer de nuestra compañía un mejor lugar. El ambiente es muy competitivo y por esta razón tú has sido seleccionado para ser parte de él porque nosotros sentimos que vas a competir bien y les demostrarás a todos que tan talentoso eres. Siempre debes entender que la competencia es fuerte y que siempre va haber personas que van a tratar de ganar tu lugar como número uno. Mantente alerta y nunca te confíes con ser el mejor porque es en ese día cuando puedes perder.

Con lo antes mencionado, quiero felicitarte por tu nuevo trabajo en Diamonds International y espero que juntos podamos mostrarles a todos por qué somos considerados los mejores.

Shaun Gad  
Director General  
Diamonds International

## **RESPONSABILIDADES DIARIAS**

### **PUNTUALIDAD**

Conoce tu horario. Llega al trabajo vestido adecuadamente, bien alimentado y descansado con el cabello y maquillaje apropiados. (Ver código de vestimenta.)

Siempre verifica tu horario antes de salir del trabajo en caso de que haya habido un cambio.

### **EMPAQUE**

La joyería debe ser tratada con cuidado. Organiza cuidadosamente y simétricamente los cases que se te asignen llenando todos los espacios y ocultando las etiquetas. Cuando termines de organizar los cases, ayuda a alguien más con los suyos.

### **CONTEO**

Cuenta tus cases antes y después de organizarlos. Sé preciso con tus cuentas, no adivines. Si todavía tu cuenta está incorrecta, pídele a otro vendedor que los cuente por ti. Si la cuenta es incorrecta otra vez, revisa el piso y los coffins para estar seguro de que nada se te haya caído u olvidado.

### **MERCANCÍA NUEVA**

Recibe, inventaría y acomoda cualquier mercancía nueva que tu gerente te asigne. Revisa todas las piezas y asegúrate que no se hayan dañado durante el viaje. Si encuentras una pieza dañada muéstrasela a tu gerente y trasfiérela al departamento de mercancía.

### **TRANSFERENCIAS**

Llena el formato de transferencia cada vez que mandes o recibas una pieza de otra tienda. Escribe en el formato la fecha, número de case, descripción de la pieza, tu nombre y el nombre del runner. Asegúrate escribir si la pieza va ser devuelta a la tienda o si está vendida, dependiendo de la situación.

### **CIERRE**

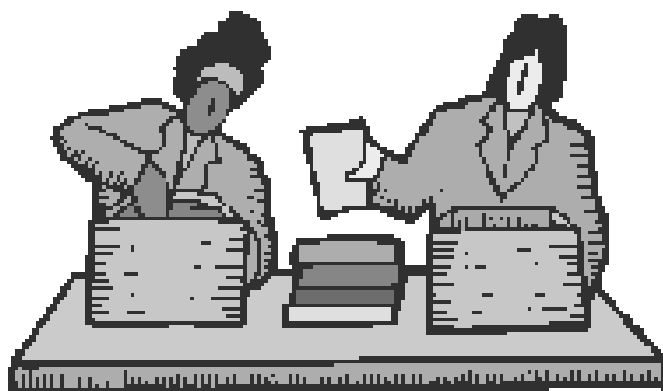
Una vez que tu inventario esté correcto retira todas las piezas del case y colócalas cuidadosamente en los coffins. Debe haber una capa de espuma entre cada capa de joyería para que ninguna de las piezas roce con los displays. Informa si necesitas una espuma o coffin nuevo para que se haga el pedido. Empaca todos los coffins en la caja fuerte tan cuidadosamente como empacas la joyería. Hay más instrucciones en la sección de empacar y desempacar. Revisa el piso y todos los cases para asegurarte que nada se haya caído o olvidado. Puedes retirarte cuando el gerente te indique hacerlo.

## EMPAQUE/DESEMPAQUE

Después del cierre, toda la mercancía se recoge y se guarda en la caja de seguridad durante la noche. Cada pieza debe ser manejada con cuidado y protegida con material de embalaje. Recuerda que estás manejando algunas piezas muy valiosas; manéjalas con cuidado y sigue estos consejos para evitar cualquier daño.

- No escatimes en material de embalaje (por ejemplo: poli burbuja, goma espuma).
- Todas las piedras son susceptibles de dañarse entre si. Nunca empaques la joyería de tal forma que puedan hacer fricción entre si.
- Nunca dejes la joyería directamente sobre la superficie del cristal del showcase. Ésto podría dañar el cristal.
- Tanto el oro como el platino son propensos a rayaduras, especialmente con las piedras preciosas; protégelos de alguna rayadura con material de embalaje.
- Tanto la presión como los golpes fuertes pueden romper incluso a un diamante. Maneja la joyería con cuidado para evitar caídas. Siempre mantén la mercancía encima del showcase mientras empacas. Ésto minimiza el riesgo reduciendo la distancia si la pieza sufriera una caída.
- El oro es muy maleable y es propenso a doblarse fácilmente. Evita empacarlo en una posición que pueda ocasionarle exceso de presión. Una cadena deformada es casi imposible de reparar y aún más imposible de vender.
- Las cadenas finas deben ser empacadas individualmente y extendidas para evitar que se enreden. Cada cadena con nudos se daña al tratar de desenredarla y finalmente se puede romper.
- Repórtale a tu gerente si necesitas embalaje extra.

Usa tu sentido común cuando empacas y desempacas. Tu mayor interés debe ser mantener la mercancía en óptimas condiciones. Recuerda que estamos aquí para vender joyería no para repararla.



## Mantenimiento de los Showcases

El mantenimiento de la mercancía y de los showcases es muy importante en nuestro negocio. La mercancía que está acomodada de una manera atractiva se vende mejor.

A) Limpia el case con un paño húmedo antes de colocar la joyería.

B) Siempre retira del case la pieza de la joyería que este dañada o que no tenga etiqueta.

C) Durante el día, revisa los cases regularmente por si se encuentran desaliñados y ordena la joyería.

D) Diariamente se deben limpiar los cases, revisar las etiquetas y ocultarlas.

E) Una vez a la semana, hay que pesar las piedras sueltas, anotar las discrepancias y reportárselas a tu gerente.

F) Cuando se trabaja diariamente con joyería fina, algunas veces los vendedores olvidan que están trabajando con joyería de alta calidad y tienen poco cuidado al manejar la mercancía. Por favor, recuerda el nivel de mercancía que estás manejando y trátala con el cuidado y respeto que ésta se merece.

G) Todos son responsables del cuidado de la mercancía. Esto requiere de un trabajo en equipo.

H) Cada vez que vendas una pieza, llena los espacios vacíos. Por ejemplo, retira los anillos del holder y colócalos en un display más grande; si es necesario, cambia el tamaño del display. Si vendes un dije o unos aretes que estaban en un display múltiple, por favor recuerda regresar la almohadilla al display ya que mayormente éstas son de diferentes medidas y después es imposible encontrar otra igual.

## CONTEO Y CONTROL DE INVENTARIO

Al comienzo del día, después de organizar tus cases, es necesario contar de manera aleatoria algunos showcases para corroborar el inventario. Durante el conteo no está permitido retirarse de la tienda.

A) Cuenta despacio. Contar es una tarea de seguridad; si eres descuidado al contar, entonces estás siendo descuidado con la joyería.

B) Colócate en frente del showcase mientras cuentas. De esta manera puedes ver claramente cada pieza de la joyería. Memoriza las cantidades de cada display para no tener que contar cada pieza individualmente.

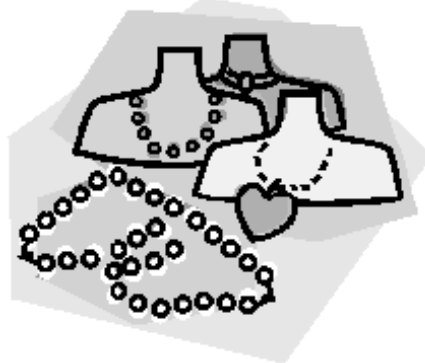
D) Cuando cuentes pulseras y cadenas, cierra un ojo y simula que estás “tocando” cada pieza con tu pluma, esta acción te ayudará a ver más claramente las piezas y más cerca. Es más fácil si haces esto por la parte inferior de cada display donde las pulseras y cadenas terminan.

E) Nunca memorices las cuentas.

F) Si no estás seguro de tu cuenta, repítela. Si tu primera cuenta está mal, tienes que contar de nuevo.

G) Contar no es fácil. Incluso los veteranos pueden tener errores. Al principio, parece ser abrumador pero con el tiempo va a ser mucho más fácil y llegarás a hacerlo mejor.

H) Nunca debes contar en la noche los mismos cases que hayas contado en la mañana.





## **CODIGO DE VESTIMENTA**

Es importante tener un aspecto formal en todo momento cuando estás vendiendo mercancía costosa, por lo que debes seguir el código de vestimenta de la empresa.

### **CABALLEROS**

Camisas de vestir blancas con mangas cortas o largas. Por favor no usar playeras polo o camisetas. Se debe usar corbata en todo momento.



Siempre se deben usar pantalones de vestir.

Los colores aceptables son el negro y el azul marino.

Ningún tipo de pantalón de mezclilla es aceptable.

Los sacos de vestir son opcionales pero deben hacer juego con los pantalones.

No está permitido usar plata o joyería de fantasía. Sólo un arete por favor y no de circona.

Los zapatos deben estar limpios y lustrados en todo momento.

Las uñas deben mantenerse cortas y limadas.

### **DAMAS**

Las blusas deben ser blancas. Ninguna camiseta es aceptable.

Las faldas y los pantalones de vestir son aceptables en colores negros y azul marino. Las faldas deben tener un largo apropiado y no ser muy ajustadas. Los pantalones de vestir no deben ser ajustados. Los pantalones de mezclilla no son permitidos. Los zapatos deben estar limpios y lustrados en todo momento. Los zuecos y tenis no están permitidos.

Las uñas pueden estar sin esmalte o estar pintadas pero todas con el mismo largo.

No está permitido usar plata o joyería de fantasía.

### **A TODO EL PERSONAL**

Esto es para todos los empleados de ventas.

El cabello debe de estar limpio y arreglado.

Mascar chicle o comer en el área de ventas no está permitido.

Los celulares no pueden ser usados en el área de ventas.

El gerente tiene el derecho de enviarte a tu casa si considera que no estás vestido apropiadamente. Piensa bien las cosas y evita el problema de ser enviado a casa.

## Procedimiento de Seguridad

La seguridad es muy importante en Diamonds International. Desde el momento que llegas a trabajar hasta el momento que te retiras, la seguridad debe ser primordial en tu mente.

Por favor, observa estas simples orientaciones.

Al entrar y salir de la sala de exposición antes y después del horario, asegúrate de ponerle llave a la puerta.

Se te asignará un showcase para organizarlo y empacarlo todos los días.

Tú eres el único responsable de este showcase.

Maneja la mercancía con mucho cuidado. Nuestra mercancía es muy delicada y costosa.

Tómate tu tiempo. Trabajar con prisa da como resultado la pérdida de mercancía. Una pieza podría caerse en el piso o ser olvidada en una caja. Siempre revisa dos veces tu caja, la espuma y el showcase para cerciorarte de que no quede mercancía en ellos en caso de que la mercancía se haya caído o movido de su lugar.

Mientras estás mostrando la mercancía debes cerrar y ponerle llave a los cases cada vez que necesites un nuevo artículo para mostrar. (Debemos acatar esta política por motivos de seguridad.)

La regla número uno es sacar sólo tres piezas a la vez. Si el cliente está viendo tres piezas y le gustaría ver otra, debes regresar una pieza. Recuerda que desde el momento que tú tomas una pieza y la sacas del case, eres el responsable de esa pieza hasta el momento que se haya efectuado el pago y el cliente se retire de la tienda.

Siempre utiliza un cojín para presentar la mercancía; ésto le añade un toque profesional. Los cojines de la joyería hacen sobresalir la mercancía en el showcase y se hace más fácil tenerlos a la vista.

Nunca coloques una bandeja llena de mercancía en el mostrador.

Todas las piedras sueltas deben ser pesadas después de su presentación antes de ponerlas de regreso en la bandeja y de esta manera asegurarte que son regresadas al mismo contenedor. No dejes a tu cliente solo con la mercancía a menos que estés vigilándola constantemente.



Algunas veces los clientes necesitan un poco de privacidad para decidir hacer la compra; ofréceles una bebida y dales su espacio pero nunca pierdas de vista la mercancía.

No intentes atender a dos clientes al mismo tiempo. Si algún otro vendedor está disponible, pídele ayuda.

Sé muy cuidadoso con las etiquetas. Si alguna etiqueta se cae, vuélvela a poner inmediatamente. Si encuentras alguna etiqueta en el case o en el piso y no encuentras a qué pieza pertenece, tómalala y llévasela a tu gerente o al cajero. Si encuentras una pieza sin etiqueta, llévasela a tu gerente.

Nunca le quites las etiquetas a la mercancía a menos que la pieza haya sido vendida.

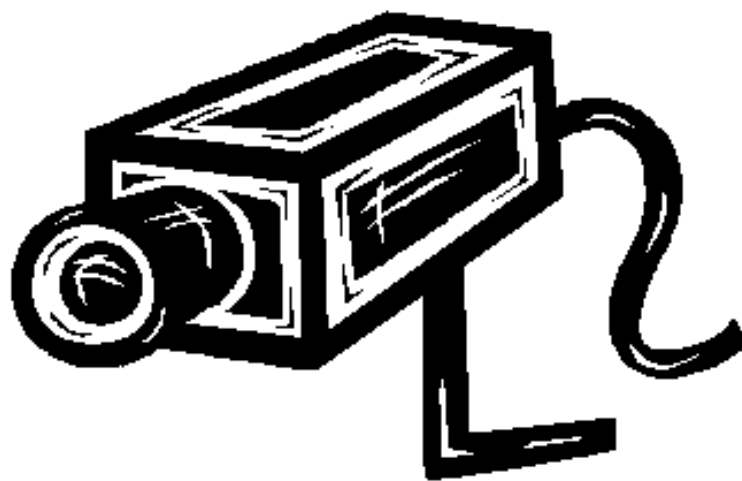
Las notas de venta son tan importantes como las etiquetas. Nunca tires una nota de venta o etiqueta. Si cometes un error en la nota de venta, invalídala y entrégasela al cajero. Sé muy cuidadoso con la llave de tu case. Una vez que se te haya asignado un case, tú eres el responsable de éste. Nunca dejes tus llaves en los cases o encima del mostrador.

Nunca dejes a los clientes pasar detrás de los cases.

Cada vez que se traslade mercancía de una tienda a otra, esto debe ser anotado en el formato de transferencia. Tú eres responsable de esto.

Bajo ninguna circunstancia nadie tiene permiso de retirarse del área de ventas hasta que el conteo se haya terminado y el gerente haya dado su autorización.

Hay dos formas de robo, el interno y el externo; ya hemos mencionado cómo se puede disminuir el robo externo, teniendo en cuenta los pasos antes mencionados. El robo interno le causa pérdidas a la compañía y a fin de cuentas pérdidas para todos los empleados. Siempre debes reportar a tu gerente cualquier sospecha de robo interno.



## TÉCNICAS EXITOSAS DE VENTAS

### ¿Qué son “ las primeras impresiones ” ?

Las primeras impresiones funcionan de dos maneras. La primera es tu impresión del cliente. La manera como está vestido el cliente puede ser engañosa; no juzgues a los clientes por su forma de vestir. Recuerda que ellos están de vacaciones y muy raramente van a llegar a comprar usando su mejor ropa o joyería. Algún cliente que no luce como si tuviese dinero, fácilmente podría ser millonario. Atiende a cada cliente como si fuese millonario y te sorprenderás mucho al ver cuánto dinero pueden gastar contigo.



La segunda es la impresión que tú le causas

al cliente. Hay muchas maneras de causar una buena impresión.

Aspecto personal: las uñas deben estar limpias y limadas. En el caso de los hombres, deben estar cortas; el esmalte de las mujeres debe ser de buen gusto e impecable.

Código de vestimenta: lee y sigue el código de vestimenta. (Ver la página 6).

Gafete: Identificación que le da a conocer al cliente quién eres.

Sonríe y saluda a los clientes desde el momento que entren en la tienda.

Preséntate.

Sé formal y sosegado al momento de hablar con el cliente.

Actitud: sé positivo, amistoso y accesible con el cliente.

Preparación: conoce el tipo de mercancía que está en tu tienda. Asiste a las sesiones de entrenamiento para aprender acerca de tus productos.

### Lenguaje Corporal

Lo que expresas le dice mucho de ti al cliente pero tu lenguaje corporal dice mucho más.

- \* Mantén un contacto visual amistoso.
- \* No cruces tus brazos; ésto provoca una barrera hacia el cliente.
- \* Párate derecho, no te encorves; eso te hace lucir flojo e ineficiente.
- \* No toques tu rostro o cubras tu boca; eso te hace lucir deshonesto.

### **Acercamiento al Cliente**

Aproximarse al cliente de una manera adecuada te ayuda a causar una buena primera impresión. Estas son algunas maneras efectivas que te ayudarán a entablar una conversación con el cliente.

- \* Buenos días, bienvenidos a Diamonds International...
- \* ¿Qué le puedo mostrar el día de hoy?
- \* Buenos días, mi nombre es...
- \* ¡Wow! Me encantan sus aretes, déjeme mostrarle un dije que podría hacer juego con ellos.

### **Preguntas Abiertas**

Cuando te aproximas por primera vez al cliente, trata de obtener la mayor cantidad de información que te sea posible.

Puedes hacer esto elaborando “ preguntas abiertas ”. Una pregunta abierta es en la que el cliente tiene que dar una respuesta mayor que un sí o no.

En vez de preguntar: “ ¿Está buscando algo en especial? ” Pregunta: “ ¿Qué le puedo mostrar en especial? ”

Las preguntas cerradas mayormente producen una respuesta de si o no.

Preguntas abiertas que empiezan con la palabra “ QUÉ ” usualmente te dan una respuesta mucho más completa.

Nadie puede enseñarte qué palabras usar para entablar una conversación; tú tienes que desarrollar tu estilo personal. Sin embargo, no debes decir: “ ¿Puedo ayudarlo? ” No tengas miedo de utilizar un lenguaje jocoso o ligero. Si el cliente recuerda lo divertida que resultó su compra te buscará la próxima vez que regrese.

## La técnica del Take—Away

La retención del cliente es una técnica usada para desarmar el escudo defensivo del cliente. Esta involucra dos partes.

1. Informar que es correcto mirar la mercancía.
2. Repetir exactamente el escudo defensivo que el cliente utiliza y convertirlo en pregunta.

Estos son ejemplos de take away de los cinco principales escudos defensivos más utilizados:

PRIMER CONTACTO: ¿Qué le trae a nuestra tienda?  
ESCUDO DEFENSIVO: Sólo estoy mirando.  
RESPUESTA JOCOSA: Eso suena divertido.  
COMENZAR EL DIALOGO: ¿Qué es lo que esta buscando?

PRIMER CONTACTO: ¿Qué le trae a nuestra tienda?  
ESCUDO DEFENSIVO: Sólo estoy mirando.  
RESPUESTA JOCOSA: A mi también me gustaría mirar.  
COMENZAR EL DIALOGO: ¿Qué es lo que esta mirando específicamente?

PRIMER CONTACTO: ¿Qué le trae a nuestra tienda?  
ESCUDO DEFENSIVO: Sólo quiero ver que es lo que tienen.  
RESPUESTA JOCOSA: ¡Bueno, fantástico!  
COMENZAR EL DIALOGO: ¿Qué clase de cosas le gustaría que tuviéramos?  
(Pon una gran sonrisa al utilizar esta pregunta!)

PRIMER CONTACTO: ¿Qué le trae a nuestra tienda?  
ESCUDO DEFENSIVO: Sólo estoy perdiendo el tiempo.  
RESPUESTA JOCOSA: Todos quisiéramos tener más de tiempo que perder.  
COMENZAR EL DIALOGO: ¿Qué le gustaría ver mientras pierde el tiempo?

PRIMER CONTACTO: ¿Qué le trae a nuestra tienda?  
ESCUDO DEFENSIVO: Mi esposo esta comprando en la tienda de al lado.  
RESPUESTA JOCOSA: Entonces se encuentra sola por un tiempo.  
COMENZAR EL DIALOGO: ¿Qué es lo que esta buscando mientras su esposo esta comprando?

¡Te va a alegrar darte cuenta cuán efectiva es esta técnica! En la mayoría de los casos el cliente te dará entrada y de esta manera tu vas a aprovechar a ir al ataque.

## **EVASIVAS Y RESPUESTAS**

### **1. “ Regreso después ”**

A: ¡Perfecto! Entonces ¿Por qué no toma mi reloj y me lo devuelve mañana?

B: Si está interesado/a, vamos a empezar con el papeleo de la compra y así estará listo cuando usted regrese.

### **2. “ Necesito preguntarle a mi esposo (esposa, hijo, etc.) ”**

A: Está bien, entonces mientras usted le pregunta a su esposo, yo le voy a preguntar a mi gerente si le puedo vender esta pieza.

B: Permítame preguntarle algo y por favor dígame la verdad: ¿siempre le pregunta su esposo antes de comprar algo?

C: Tiene toda la información que necesita sobre el producto, entonces, qué posible pregunta su esposo puede contestarle acerca de esta compra, ¿a menos que sea una cuestión financiera?

### **3. Nunca compramos sin analizarlo primero**

A: Si usted entra a la tienda con su tarjeta de crédito en la mano y me dice que quiere comprar este producto sin conocer nada de este, eso sería comprar de prisa.

B: Podemos hacerle varios comprobantes con la cantidad total de la compra con fechas posteriores y de esta manera usted puede hacer su compra planificadamente.

C: De forma respetuosa, se lo mas simpático o divertido posible; de esta manera convencerás al cliente... no pierdes nada adoptando esta actitud.

### **4. No puedo tomar una decisión ahora**

A: ¿Me está diciendo que tiene 50 años de edad y no puede tomar una decisión financiera inteligente?

B: ¿No estamos hablando de dinero ... o si? Está bien, entonces si es de lo que estamos hablando.

C: Hay gente que piensa y gente que actúa... si usted no arriesga, no gana.

### **5. ... sólo estoy mirando...**

A: Compre mi producto y después compare precios. Si usted encuentra el mismo producto con la misma calidad y con un mejor precio, voy a hacer lo mejor posible para igualar el precio.

B: No deje escapar esta oferta. Si esta mirando, ésto es lo que esta buscando con la mejor calidad y precio en el mercado.

C: Usted esta buscando lo mejor y al mejor precio... y mi producto tiene todo eso y mucho más, permítame enseñarle...

**6. Lo tengo que pensar**

A: Si usted fuera el dueño de esta tienda y me contratara, no me permitiría dejarlo ir. Por esa razón permítame intentar venderle esto...

B: Lo único en lo que hay que pensar es en el dinero ¿verdad? Entonces, por qué no se sienta, considere por un momento el producto y en un momento regreso.

C: No la culpo y tómese su tiempo aquí, en un momento regreso y por favor pregúnteme cualquier duda que tenga.

**7. Es muy costoso (utiliza tacto y elegancia y cuidadosamente retírale la pieza)**

A: Con todos los beneficios que este producto tiene, ¿con qué otro producto lo está comparando?

B: Usted puede viajar en primera o segunda clase... eso depende de usted pero recuerde que el servicio que va a recibir es de acuerdo con lo que pague. Recuerde que mi producto es de la mejor calidad en el mercado y si no va con su estilo de vida, entonces no creo que usted lo necesite.

C: Este producto va a ser mucho más costoso en el futuro; seguramente no se le van a presentar productos de esta calidad en el mercado y si usted no puede adquirirlo ahora, piense en el futuro.





## DESCUENTOS

Los vendedores tienen la capacidad de negociar hasta un 58% de descuento de los códigos marcados en la mercancía (excepto en las piedras sueltas, joyería de marcas reconocidas y relojes.) Cualquier otro tipo de descuento debe ser autorizado por el gerente. Usa tu buen criterio antes de dar un mayor descuento. Ofrece un descuento sólo si el precio es el impedimento de la venta. Utiliza estos pasos:

1. Busca el artículo adecuado al cliente.
2. Busca el rango de precio del producto para saber cuánto dar de descuento.

### Siempre da una razón al ofrecer un descuento

He aquí algunas ideas:

1er descuento: precios directos de fábrica.

2do descuento: porque usted está en el cruce.

3er descuento: porque está celebrando su aniversario.

4to descuento: porque el gerente quiere cambiar las existencias.

Continúa ofreciendo descuentos e insiste en dar el mejor precio del gerente si los clientes todavía no se comprometen. Siempre asume que la disminución de precio podría cambiar la manera de pensar del cliente.

Si el cliente va a marcharse, pídeles que te hagan una oferta de precio. ¿“Cuánto pagaría en este momento por este artículo”? Pídeles una tarjeta de crédito y llévasela a tu gerente.

Algunas sugerencias adicionales para dar un descuento:

Es la primera venta del día.

Es la última venta del día.

Sólo necesito una venta más para alcanzar mi meta del día.

No es la primera vez que nos visita.

Usted está comprando dos (o más) artículos. Le puedo ofrecer un descuento global.

Su amigo también está comprando.

Las ventas están bajas hoy.

Precio especial por su cumpleaños.

Queremos que usted tenga esta pieza.

Le puedo ofrecer un mejor precio al pagar en efectivo.

Cuando necesitas precio de tu gerente, ubicate en que tienda te encuentras

- ¿Tienes algún compromiso de vender a un precio mas bajo o es por que tu cliente se está marchando?
- ¿Cómo va ser el pago?
- ¿Es un descuento global?
- ¿Cuál es tu precio o porcentaje de descuento? Por favor, dale a conocer a tu gerente esta información cuando le pidas un descuento. Por ejemplo, “tengo el precio de \$500 que es el 58% de descuento” .
- ¿Cuál es la objeción del cliente?
- ¿Por qué los clientes necesitan un mejor precio?

Regresa con tu gerente las veces que sean necesarias para cerrar un buen convenio de venta. Regresa siempre con el mismo gerente. Si tu gerente te da un precio y piensas que puedes cerrar la venta con una cantidad más alta. ¡INTÉNTALO!

Siempre trata de darle a tu cliente un precio más alto que el descuento de tu gerente, eso te da una pauta para un futuro descuento adicional.

La filosofía de Diamonds International: “ Nunca dejes ir al cliente ”.

Si tu cliente se retira sin haberle ofrecido el mejor precio del gerente, se impondrán medidas disciplinarias.

Pídele al cliente que haga una oferta de precio.

Recuerda ofrecer el descuento con cautela. Ofrece descuentos pequeños, no un descuento de una sola vez.

Utiliza conclusiones cuando estés ofreciendo un descuento adicional. Por ejemplo: Si le consigo un mejor precio, ¿lo comprará ahora? Permítame su tarjeta de crédito para mostrarle al gerente que usted es una persona seria.

Conoce tu inventario. Comúnmente puedes encontrar la misma pieza pero con un mejor precio.

Ofrece cifras que terminen en 95 o 99; por ejemplo, si el precio es \$1,248.93; dale al cliente el precio de \$1,249.00.

## **ESTRUCTURA DE LAS COMISIONES**

### **JOYERÍA**

Del 0 al 49%	7% de comisión
Del 49.1% al 51.1%	6% de comisión
Del 51.6% al 53%	5% de comisión
Del 53.1% al 55.5%	4% de comisión
Del 55.6% al 58.5%	3% de comisión
Del 58.6% al 59.5%	2% de comisión
Del 59.6% o más	1% de comisión

Tienes que pedir la autorización de tu gerente para hacer descuentos por encima del 58%.

### **PIEDRAS SUELTAS**

Del 0 al 5%	3% de comisión
Del 5.1% al 18%	2% de comisión
Del 18% o más	1% de comisión

Tienes que pedir la autorización de tu gerente para hacer descuentos por encima del 18%.

### **RELOJES**

Todos los relojes tienen el 2% de comisión.

# BONOS

## Diariamente

Por seis ventas	\$25.00 USD
Por vender por encima del precio de la etiqueta	\$25.00 USD

## Semanalmente

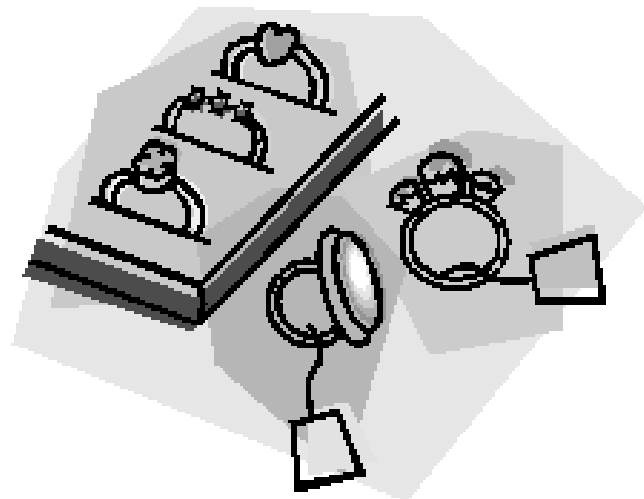
Por tener más ventas	\$25.00 USD
Por realizar la venta más alta	\$25.00 USD
Por vender con el 1er porcentaje de descuento	\$50.00 USD
Por vender con el 2do porcentaje de descuento	\$25.00 USD

**Total** **\$125 USD**

## Mensualmente

Primer lugar	\$30.00 USD
Segundo lugar	\$20.00 USD
Tercer lugar	\$10.00 USD

**Total** **\$60.00 USD**



## **PROMOCIONES**

Las promociones son una parte muy importante en el programa de mercadotecnia de la empresa. Ellas son las que atraen a los clientes a la tienda. Es importante que estés enterado de todas las promociones que tiene la compañía al igual que las promociones que hay en tu tienda en particular.

### **ARETES DE TANZANITA \$5.00**

Lo mejor de esta promoción es que todos quieren tener una pieza de tanzanita. Esta es una gran oportunidad de llevar al cliente a los casos de tanzanita. Es conveniente explicar que el color de la tanzanita es como el color del océano. El agua de mar en una copa no es muy oscura pero cuando la regresas al océano obtienes ese hermoso color azul profundo. Lo mismo pasa con la tanzanita. Una piedra pequeña no tiene ese color profundo.

### **PULSERA DE DIAMANTE**

Tenemos una promoción en las pulseras de diamantes de 1.00 a 5.00 quilates de peso. El color es usualmente C1 o C2 y la claridad es de S12 o L1. Memoriza los precios. Estas pulseras se venden muy bien. Estas le muestran a un nuevo cliente el valor de nuestra joyería y son muy populares entre los que no tienen mucho dinero pero quieren algo fino. No olvides decirle al cliente que si quieren un diamante de 3.00 quilates y no tienen suficiente dinero para comprarlo, pueden comprar el de 2.00 quilates que sólo cuesta \$599.00. Diles que compren el diamante de 2.00 quilates este año y la próxima vez que estén en un crucero lo pueden cambiar por uno de 3.00 o 4.00 quilates pagando sólo la diferencia. En el transcurso de uno o dos años el cliente puede ser propietario de una pulsera de diamante de 5.00 quilates.

1.00 quilates \$399.00  
2.00 quilates \$599.00  
3.00 quilates \$950.00  
4.00 quilates \$1700.00  
5.00 quilates \$2550.00

Agrega una pulgada por cada \$100.00

Ofrécele a tu cliente la opción de hacerle aretes y dije con los eslabones adicionales del mismo oro de la pulsera en caso de que esta la hayan recortado.

La promoción de esta pulsera es una excelente forma de darle confianza al cliente y hacerlo regresar año tras año a comprarte de nuevo.

### **ANILLOS DE TANZANITA**

En las tiendas de tanzanita al igual que en otras tiendas tienen una promoción de los anillos de tanzanita. Estos se venden a \$499.00 y están disponibles en oro blanco o amarillo de 14k. Cada uno tiene una piedra ovalada de tanzanita que está acentuada con un corte triangular de diamante.

Los quilates en la tanzanita abarcan desde 0.35 hasta 0.55 y en los diamantes 0.20.

### ANILLOS CON FORMA DE PIRAMIDE

Esta es una gran promoción para ayudar a que tu cliente encuentre algo fino con una buena presentación.

Estos anillos tienen una variedad de tamaños desde 0.25 hasta 2.00 quilates y están montados en oro blanco o amarillo de 14k. Cada uno tiene 14 diamantes de color C1 y usualmente con claridad de S12 O L1.

Memoriza las piezas y los precios. Una vez más, te recordamos que ésta es una gran forma de hacerte amigo de tu cliente y usarlo para ventas de mayor importancia.

0.25 quilates \$199.00

0.50 quilates \$399.00

1.00 quilates \$649.00

### MOVADO

La marca de relojes Movado ofrece una promoción de dos por uno en su línea de relojes con correa de piel. El cliente obtiene dos relojes por la cantidad de \$349.00. Ésta es automáticamente una gran venta especialmente en la temporada navideña. No olvides que obtienes un 2% de comisión en la venta de cada reloj. Esta promoción es una gran forma de aumentar tus comisiones en un mes de temporada baja.

