

Start-to-Finish

DIAMOND LINK BRACELETS

HAVE BRACELETS WILL TRAVEL:

Traveling Portfolio Replaces Traveling Salesperson for Busy Store Owners

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FOR IMMEDIATE RELEASE

BIRMINGHAM, AL— Start-to Finish Diamond Link Bracelets has an exciting new program to offer independent jewelers across the United States that allows storeowners, buyers, and managers to review our product line in a no-pressure environment whenever it is convenient for them. Understanding how time-consuming and sometimes inconvenient it can be to have a salesperson in the store, Start-to-Finish President Renee Singer started shipping out her “traveling bracelet portfolio”—featuring ten to twelve diamond link bracelet styles—to interested buyers with an approved account application as an alternative to the traditional sales call.

Singer says, “My goal with this program is to provide a do-it-yourself approach for stores to conduct an independent inspection of our high quality, solid construction diamond link bracelets on their own time. With the traveling portfolio, stores can write their own order . . . or simply return the merchandise after 14 days.” The program is risk free.

Included in the traveling portfolio are the best sellers in a mixture of yellow and white 14K gold with various carat weights. “Typically,” Singer notes, “we customize the portfolio contents based on our initial conversation with you.” Start-to-Finish then sends the portfolio on memo with an invoice for shipping and handling. If a store decides to keep the bracelets or

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place an order for nine or more bracelets, then STF will void the shipping charges. If, after fourteen days, there's no interest, the store may simply return the portfolio and pay the initial shipping invoice.

Start-to-Finish realizes that sales representatives are an important part of any business, but sometimes a rep is not available in a given area. "This is particularly true for Oklahoma, Texas, Nebraska, or Kansas and parts of the Northwest," says Singer. "I know the interest in our bracelets is beyond our current traveled territory, so this program also makes it possible for those stores to carry Start-to-Finish products."

In addition to the traveling portfolio program, Start-to-Finish has a Guarantee Sale policy in which a store can try these bracelets for one year and return them with a money back guarantee if none are sold within that time. For more information about this program or to participate, contact Susan in Customer Relations at 888-753-8340 or visit our website at www.start-to-finishbracelets.com.