



WILKERSON

*The Experts in
Going Out of Business. Retiring. Moving.*



Wilkerson knows how to make store sales easy and successful – it's what we do. But a little preparation from our clients can really make a difference in the outcome. Just ask Robert Caesar, president of J.O. Endris & Son Jeweler, of New Albany, Indiana, who decided to use Wilkerson to help with his going-out-of-business sale.

"A while ago, one of my close friends decided to use Wilkerson for a sale," Caesar said. "He had nothing but good things to say about the whole experience." So Caesar decided to work with Wilkerson, too. And he was glad he did. "The promotions that we did were very well timed," he said. "And this is where I knew we would have fallen short if we did the sale ourselves.

"Wilkerson's onsite consultants were magnificent! Everybody was so professional and was willing to answer any questions that I had. I couldn't have asked for better people to be involved in the sale. I was always kept well informed of everything that was going on, and we met our projections in five and a half weeks!"

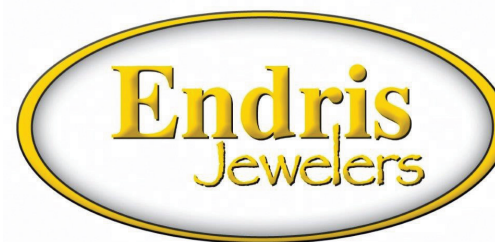
While it's Wilkerson's job to do most of the work, Caesar said there are a few things you can do to make your sale run even more smoothly. "Make sure all of your merchandise is ready for sale when your sale begins," he said. "People want to buy things that are ready to take out the door with them. This is very important. At the last minute, I mounted up a good portion of my semi mounts and it paid great dividends.

"And have a good mailing list," Caesar added. "That is key. Have your website and your Facebook page in good shape. Gather as many email addresses as you can. And with Wilkerson's help, you'll have great success."

Thank you for the excellent tips, Robert. We couldn't have said it better ourselves.

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Robert Caesar
J.O. Endris & Son Jewelers
New Albany, IN



Wilkerson is a professional jewelry consultant firm, with industry experts who come along to help with a transition — whether retiring, going out of business, or moving.

With more than 50 employees dedicated to a store's success, Wilkerson is an expert at running sales and maximizing profit.

Contact us today for a free consultation!

Call Bobby Wilkerson, Rick Hayes or Josh Hayes at 800.631.1999.

Or visit us at wilkersons.com.