



# WILKERSON

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



**Jacob, Jimmy, and Amy Stafford**

“They really brought a positive attribute to the team. They helped build everybody up and had daily sales meetings. They talked everyone through it step by step. We did hit our goal a week before the show was over.”

- Michelle Randle  
Stafford Jewelers  
Cincinnati, Ohio



## STAFFORD

J W L R S

“My name is Michelle Randle, and I’m the Director of Stores for Stafford Jewelers in Cincinnati, Ohio. The Stafford family made the decision to have the sale after they had talked about retirement for some time. The Staffords had heard about Wilkerson through a family friend in the business.

I think the Staffords were concerned about when to have the sale, and Rick Hayes assured them it would be great any time of the year, so we had the sale during June, July, and August. One of the bigger concerns we had was having the sale during the middle of COVID. It was a concern. There were lots of ideas that Wilkerson and Rick and Vicki threw out there. We followed all the safety guidelines. All the employees felt safe and the customers coming through the door felt safe, and we did a lot of business. The inventory flew out and we sold millions and millions of dollars worth, and that concern was alleviated.

Our consultant, Rick, created an amazing program that had many, many layers of marketing and advertising. Rick and Vicki came into a delicate situation where the entire team was losing their jobs, there was a huge sales goal, and a huge obstacle. They really brought a positive attribute to the team. They helped build everybody up and had daily sales meetings. They talked everyone through it step by step. We did hit our goal a week before the show was over. It was a positive experience for everyone, and I think that everybody left feeling something good had come out of it.

I would absolutely recommend Wilkerson. It was one of those things you simply cannot do yourself. I’m speaking for the Stafford family when I say it was an incredible experience. Everything from the rollout to the plan, they knew exactly what they were doing every minute, and what to expect from the people coming through the door. We exceeded our goal and by the last week, it was icing on top of it. It was a great experience for everything. Everybody got more than what they expected out of this sale. You have to hire Wilkerson. They’re amazing!”

-Michelle Randle



MEMBER



AMERICAN GEM  
SOCIETY®

**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](http://wilkersons.com).**