



WILKERSON

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



"Just during the sale, we added 900 new customers."

-Tom Schmitt,
Schmitt Jewelers,
Phoenix, Arizona

When you're hosting a store consolidation sale, like Schmitt Jewelers of Phoenix, Arizona, recently did, you're probably going to be more concerned about reducing your inventory than increasing your customer base. But when you partner with Wilkerson, be ready to do both. In a big way.

From the start, co-owners Tim and Tom Schmitt knew they were going to need help from experienced professionals to make the sale a success. A good friend referred them to Wilkerson, which turned out to be some of the best business advice they ever received.

"Wilkerson had a base minimum goal for the sale that they thought we would achieve, and then they had their expanded goals," Tim said. "We pushed for that expanded goal, thinking that we'd be happy with the minimum goal. We hit 95 percent of that expanded goal when there was still a week left in the sale! We saw an influx of customers like we've never seen before!"

"Just during the sale, we added 900 new customers," Tom interjected. "We added 700 new email addresses to an already extensive data base. We've also had the extra training from having the sale. And that will make us a better company."

Would the Schmitt brothers recommend using Wilkerson for a sale? "Absolutely!" said Tim. "It was a good experience for me, and a great experience for my staff."

"Our Wilkerson consultants knew when to step in and when to step out," Tom added. "They're very methodical about their planning. They completely exceeded our expectations!"



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.