MAXIRES & DEVEANAND - Your Fractional Learning & Development Partner for the Jewellery Industry

Building Sales Excellence, Stronger Leadership, Superior Customer Experience and Profitable Growth

1. The Opportunity: From Training Initiatives to Business Performance

The jewellery industry is built on trust, relationships, craftsmanship and customer confidence. Yet, in an increasingly competitive marketplace, these traditional strengths must be supported by professional selling capabilities, consistent customer experiences, stronger leadership and a performance-driven culture.

Whether a jewellery business operates through standalone showrooms, multi-location retail chains, franchise outlets or premium luxury boutiques, the business challenges are increasingly interconnected.

- **Sales effectiveness:** Converting walk-ins into buyers, improving conversion ratios and increasing average transaction values.
- **Customer experience:** Creating memorable experiences that generate repeat purchases, referrals and lifelong relationships.
- **People and leadership:** Developing sales managers who can coach, motivate and improve the performance of their teams.
- **Product and selling knowledge:** Helping teams confidently communicate the value of diamonds, precious stones, gold jewellery, craftsmanship and design.
- **Business profitability:** Improving productivity per salesperson, optimising showroom performance and strengthening customer retention.
- **Consistency at scale:** Ensuring that every outlet delivers the brand promise, irrespective of location, team composition or leadership.

Maxires, with Deveanand as its strategic L&D partner, proposes a Fractional Learning & Development model that connects people development directly to business outcomes.

2. Where Maxires & Deveanand Can Create Business Value

A. Sales Excellence: Converting Footfalls into Profitable Revenue

The objective is to move beyond product selling towards consultative, relationship-led selling.

What we will focus on:

- Customer profiling and need discovery to understand occasions, budgets, preferences, lifestyles and purchase motivations.
- Consultative selling of diamonds, precious stones, gold jewellery and premium collections.
- Communicating value beyond price, including craftsmanship, design, quality, authenticity and emotional significance.
- Cross-selling and upselling through complementary products, occasion-based recommendations and appropriate premium alternatives.
- Handling price objections, comparison shopping, discounts and customer hesitation without compromising the brand's value proposition.
- Improving conversion ratios, average bill value and sales productivity through structured selling conversations.

Business impact: Better conversion, higher average transaction values, stronger gross-margin discipline and improved revenue per customer.

B. Customer Experience: Creating Customers for Life

Jewellery purchases are often emotional, aspirational and relationship-driven. Every interaction should reinforce confidence in the brand.

What we will focus on:

- Defining the ideal customer journey, from greeting and discovery to product presentation, billing and post-sale engagement.

- Building trust through transparent communication about product attributes, certification, pricing and applicable policies.
- Developing service standards for high-value customers, family purchases, wedding shopping and repeat customers.
- Handling complaints, dissatisfaction and difficult conversations with empathy and professionalism.
- Strengthening clienteling through personalised follow-ups, purchase anniversaries, wedding occasions, referrals and new-collection invitations.
- Building consistent customer experiences across showrooms and sales teams.

Business impact: Improved customer satisfaction, stronger repeat business, more referrals and greater customer lifetime value.

C. Leadership Development: Creating Managers Who Build Sales Teams

A strong salesperson does not automatically become an effective sales leader. Store managers and floor managers need the ability to coach, motivate and manage performance.

What we will focus on:

- Coaching salespeople on the showroom floor rather than relying exclusively on end-of-day sales reviews.
- Conducting effective morning briefings, daily performance reviews and structured feedback conversations.
- Setting individual and team sales goals linked to store-level business priorities.
- Managing underperformance, building accountability and recognising high performers.
- Developing first-time managers, floor managers, showroom heads and regional leaders.
- Strengthening decision-making, conflict resolution, team engagement and leadership communication.

Business impact: Higher team productivity, faster employee development, stronger accountability and reduced dependence on a few star performers.

D. Product Knowledge and Confidence: Selling Value, Not Just Jewellery

Product knowledge must translate into customer confidence and persuasive selling conversations.

What we will focus on:

- Building customer-friendly product storytelling for gold, diamonds, precious stones and differentiated collections.
- Helping employees explain product characteristics, quality, craftsmanship and certification accurately, within their authorised scope.
- Connecting products to customer aspirations, occasions, preferences and budgets.
- Developing confidence in presenting premium collections and engaging affluent customers.
- Integrating product knowledge with role plays, customer scenarios and practical selling assessments.

Business impact: Greater customer confidence, improved premium-product conversion and more credible sales conversations.

Technical product training should be aligned with the jeweller's product standards, approved claims and relevant certification requirements.

E. Operational Excellence: Making Every Showroom More Productive

Sales performance is influenced not only by selling skills but also by the effectiveness of showroom operations.

What we will focus on:

- Improving coordination between sales teams, billing, inventory, customer service and showroom management.
- Strengthening daily routines, task ownership, communication and execution discipline.
- Improving customer handling during peak hours and high-footfall periods.

- Developing accountability for service standards, operational procedures and customer follow-ups.
- Building team capabilities in problem-solving, planning and handling challenging situations.

Business impact: Smoother showroom operations, improved employee productivity, more consistent service delivery and better execution of business plans.

3. The Fractional L&D Model: Your Strategic Partner, Not Just a Trainer

Maxires can work with jewellery businesses on a defined monthly or quarterly engagement, bringing strategic direction, implementation support and performance monitoring without requiring the business to build a full-fledged senior L&D function immediately.

Engagement Area	What Maxires Will Deliver
Business diagnosis	Identify capability gaps affecting sales, customer experience, leadership and productivity.
L&D strategy	Create a capability-development roadmap aligned with business priorities.
Training architecture	Design role-based learning journeys for sales associates, floor managers, showroom heads and regional leaders.
Practical interventions	Deliver workshops, simulations, role plays, case studies and structured learning activities.
On-the-job coaching	Support managers in applying learning through observation, feedback and performance conversations.
Performance measurement	Establish baseline metrics, track progress and review outcomes with business leadership.
Leadership reviews	Present insights, implementation progress, capability gaps and recommended corrective actions.

4. Measuring Success: Linking Learning to Business Outcomes

Maxires will work with leadership to establish a baseline and track selected business and behavioural indicators.

Business Priority	Illustrative Performance Indicators
Sales effectiveness	Walk-in conversion rate, average transaction value and sales per salesperson.
Premium selling	Premium-collection contribution and average selling price, where relevant.
Customer relationships	Repeat purchase rate, referrals, customer feedback and complaint resolution.

Business Priority	Illustrative Performance Indicators
Leadership effectiveness	Coaching frequency, quality of performance reviews and achievement of team targets.
Employee productivity	Sales productivity, capability assessment results and time to proficiency for new hires.
Operational excellence	Compliance with agreed showroom standards, follow-up discipline and execution consistency.

Important: Business improvements cannot be attributed to training alone. Outcomes will also depend on inventory availability, pricing, merchandising, marketing, footfall, incentives, local competition and management execution. Targets should therefore be established after an initial diagnostic and baseline assessment.

5. Why Maxires & Deveanand?

The value proposition is the combination of strategic perspective, practical capability development and sustained implementation.

- **Business-first approach:** Start with commercial priorities and work backwards to identify the capabilities required.
- **Retail-oriented execution:** Focus on realistic jewellery showroom situations rather than generic training content.
- **Leadership alignment:** Engage business leaders and showroom managers in making learning part of everyday performance management.
- **Customised capability development:** Build interventions around the brand's positioning, customer profiles, operating model and growth ambitions.
- **Sustained implementation:** Reinforce learning through coaching, reviews, practical assignments and measurable indicators.
- **Flexible partnership:** Provide access to structured L&D leadership and implementation support through a defined fractional engagement.

Our Commitment to Jewellery Business Leaders

Maxires, with Deveanand, aims to help jewellery businesses build teams that sell with confidence, serve with empathy, lead with accountability and contribute to profitable growth.