

## Jewelry Software Perfected

Almost 3 years we have used the Jewels 2000 software system. We use virtually every aspect of the system and are continually learning new things to benefit our business.

Track customer information, study and analyze inventory patterns and use the accounting function on a daily basis. The programming team at Logic Mate has thought of everything. The program is very user friendly and easy to use and the support staff is always able to assist with questions.

Jewels 2000 software and hardware licenses made available by Logic Mate using cutting-edge technology fits our industry.

Owner  
Jewelers/Diamond Dealer



## Powerful Inventory Control

Multi-Store control with inventory transfers between stores

Real-time inventory, reports and appraisal support coding with interface for tag printers and scanners

Aging report by date-in, style, vendor etc...

Customizable re-order levels by item or style per store

Five merchandise on consignment items

Inventory stock reports with cost and sales values

Barcode imaging captures directly from inventory screen

Physical inventory procedure with variance and comparison report

Customer reports by style, vendor price points, and much more...



## Easy Point Of Sale

Easy cash register checkout with end-of-day reports

Gift and gift registry features

Item Gift Cards and Certificate Cards

Item sales, layaways, repairs & special orders

Item information and picture during sales transaction

Receipts with laser scanners and cash drawers

Receipt charge and late fee procedures

Commission split between salespersons with reports

Appraisal and/or job envelopes directly from sales receipt

RF Card Processing, and much more...



## Simple Accounting with Payables

Simple order entry and tracking with backup reports

Order forecast, cash required and aging reports

Order manual checks or laser check printing

Multiple bank reconciliation module with backup reports

Accounts purchased and backorder report by purchase date,

for, style, and much more...

## NEW! Instant-Web Feature

Create the e-commerce website

update the website easily

(your inventory software!)

For info at [www.logicmate.com](http://www.logicmate.com)



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## instore

COMMENTARY: THE BUSINESS

# HIGH ANXIETY

LINDA ALLEN BAKKER AND JOAN LACHKAR SHARE THE PSYCHOLOGY BEHIND JEWELRY CUSTOMERS.

**PSYCHOANALYSIS AND JEWELRY RETAIL.** At first glance these two fields don't seem to have much in common. Yet, as a psychotherapist treating couples for marital conflict, I long ago noticed the topic

of jewelry was a highly charged one. The mere mention of the "D" word — diamonds — could arouse a great deal of resistance and anxiety. In much the same way as a patient may experience feelings of resistance and fear on starting treatment, I noticed there were some men who, upon entering a jewelry store, found the prospect of buying diamonds deeply disturbing. And surprisingly, this anxiety had nothing to do with money or price!

When I went into Linda Allen Bakker's store, Johannes-JL Jewelers in Tarzana, CA, I observed a woman very excitedly looking into a showcase at a pair of diamond earrings. Strangely, it struck me, her husband — dressed in a jogging suit and baseball cap — was waiting impatiently outside. When asked to enter the store to view the gift his partner had selected, he chose to sit on a couch at the opposite end of the store.

According to Linda, this was not unusual. In response to my queries as to why she thought he would be so reluctant to buy his partner a lovely pair of diamond earrings, she replied almost immediately and, I believe, with a great deal of perception.

"Simple: Buying a woman a diamond — or jewelry, for that matter — represents commitment, and there are some men who do not want to get locked in."

"Oh," I responded, "you mean the saying 'diamonds are forever' could have a literal translation?"

"Yes," she agreed full-heartedly.

I was blessed to encounter Linda, not only for her insights, but as a kindred spirit also intrigued by men

who come into a jewelry store and then become completely dysfunctional about the prospect of buying their wives or significant others jewelry, especially diamonds.

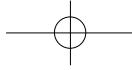
During our discussions, Linda, who has been in the business for 15 years, summed it up best with this:

"I have come to the conclusion that diamonds — a girl's best friend — unlike other pieces of jewelry, represent something that goes way beyond money. Men associate 'a diamond is forever' with being hooked and suffocated into a lifelong thing. I have observed men fumbling when they come into the store. They will sit in a chair far away from the jewelry display reading a paper, talking on their mobile phone or venture to do anything to avoid facing the real thing."

To deal with these resistances, Linda simply asks the woman to come in first to choose her jewelry and later invites the partner in. "This diminishes the risk of him having to come into unknown territory not @ 16

Linda Allen Bakker, left, and Joan Lachkar.





# store

## THE BUSINESS 14

knowing what will happen," she said.

In tackling the situation this way, Linda is not only bonding with her customer but providing a safe transitional space.

I believe psychological issues such as this are important for jewelers to consider, because they can create confusion and ultimately get in the way of a purchase. It is baffling to see someone come into a store to buy jewelry and then suddenly behave as if they have been hit by an earthquake.

An understanding of the many different personality disorders, and how each has its own unique behaviors could be an enormous help for jewelers who deal with the various types of customers.

For example, the obsessive-compulsive may spend forever questioning researching, calling, inquiring. The passive-aggressive buyer will promise to buy later,

tomorrow, the next day, but tomorrow never comes. Then there is the narcissistic customer who is interested only in buying things for herself. There are also the schizoid types — commitment-phobic who cannot commit — who will withdraw, wait outside or sit as far away as possible from the counter.

Linda's husband, Johannes Bakker, seems to instinctively recognize these various types. Upon noticing through the security monitor that his narcissistic customer Alex was waiting for his girlfriend to come out of the store (knowing she was mesmerized by a diamond necklace she had admired for months), Johannes knew he needed to find a way to bond with him.

So Johannes enthusiastically greeted him outside. "Hey, Alex! Congratulations. I hear you just passed the bar exam! Come in, I want to hear all about it. My friend's son took it three times — not easy!"

Alex, being narcissistic, was per-

fect prey for this.

Is this manipulative? The answer is a definitive "No." First of all, this is business, and secondly, who is being manipulative? Is it the jeweler or the man who promised his mate or spouse a gift and then suddenly flees in violation of his relationship?

Next, we must consider what "commitment" represents. Johannes recalled one woman who came into the store thinking she was going to get an engagement ring. In order to ensure the transaction, she became unduly loving and seductive (kissing him, promising him love and faithfulness for the rest of their lives). What she did not realize was that her "loving" had the complete opposite effect: The more she kissed and professed her undying love for her fiancé, the more suffocated and stifled he felt.

In psychological terms, this is known as the suffocating superego or suffocating mother.

We also must examine gender differences. Why is jewelry so important to women? Linda and I agree that jewelry has historical and anthropological meaning — the representation of status, value and beauty.

Linda and I do not have all the answers, but placing jewelry customer sand their relationships in a psychoanalytical context begins to paint a revealing picture.

When I asked Linda when could I bring my boyfriend in to buy me diamond earrings, she was eager to put her knowledge and skills to work: "Johannes, Go get him!"

— JOAN JUTTA LACHKAR

URL: WWW.JOANLACHKARPHD.COM

and

— LINDA ALLEN BAKKER

URL: WWW.JL-JEWELERS.COM

The passive-aggressive will promise to buy later, but tomorrow never comes.

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