

# Do you sell Engraving or Personalisation?

The difference between engraving and personalisation isn't immediately obvious but can make a big difference to your profits. The very term engraving sounds industrial and cold, whereas personalisation, suggests something more unique and special. It is this subtle difference that is so important when you are offering gift engraving.

When people buy gifts they are looking to give something to someone special and so it is purchased on a very personal level. So when you are offering your customer a gift that can be engraved, simply saying: "Do you want it engraved?" does not convey that you are offering a service that is special. Indeed it sounds more like the kind of question you would ask if someone had simply bought a cheap dog tag, not a special gift. The most effective way to offer engraving to someone who is looking to buy a gift, is to look at it from the customer's point of view. Asking the right question the right way will bring more positive replies.

If someone is looking at a hip flask for instance, simply asking: "Who is it for?" and "What is the special occasion?" will give a clue as to what they have in mind and what



the celebration is. Once you are armed with this information you can then present your offer more concisely: "Would you like me to put your husband's name on that?" or: "Would your wife like her name on that?" conveys what the customer has in mind and is so much more likely to be taken up than simply: "Do you want it engraved?" They will also show more gratitude when the job is done.

So remember, ask your customers the right question before offering them your personalisation service. They will thank you for it as well as pay you. And that is priceless!

Our thanks to David Pollard, UK Sales Manager at Signature Engraving Systems for this article.