

Saturday, December 13, 1997

Dear Winfield's Client,

No big headlines today, no yelling about my special deals! Today is a quiet letter to reflect the quiet time of reflection that I have had this morning. I have several clients coming in later today, but this morning I have worked a little on the year end books and gotten caught up on my never ending paperwork. (My desk is still a mess, but not quite so bad as it was last night!)

What I have found is a little surprising to me, and very gratifying. By the end of October, I had surpassed all of last year's sales, and last year was the best year I ever had. I can only thank all of you for this, as you are the ones who made it happen.

It is hard for me to adequately express to all of you the extreme gratefulness that I feel for your support this past year. I asked for your referrals and you responded by sending in huge numbers of your friends. This tells me that I must be doing something that you like, and I pledge to continue to search to find ways to do the beautiful jewelry that you like, and to give your friends the same wonderful values that I have given you.

Over the last year, I have adopted some new policies to increase the value of what you buy from Winfield's. Perhaps I should tell them to all of you, as well as remind any of you that may have forgotten.

At Winfield's, there is never any charge for an appraisal of anything that we have sold. Nor will there ever be a charge for an update. Your appraisals should be updated every few years, and I will do it for you for free, as long as you or the original recipient owns the ring.

At Winfield's, there will never be a charge to size a ring that was purchased here if you should gain or loose weight for any reason. I want you wearing your jewelry and showing it off, and you can't do that if you have taken it off until after the baby is born. Bring it to me, and I will size it for you, and I will resize it after the weight is gone. (The only exception to this would be the invisible set rings and certain channel set rings that cost me over \$75 to size, but I will do these rings for you at my cost!)

At Winfield's, there will never be a charge to clean and polish your ring, and to give it a maintenance inspection. Just call to let me know when you are coming, and I will arrange to have it inspected, cleaned and polished and returned to you on the same day.

I have started to ask all of my new clients to do only one thing in return for all of the above things that I do for you, and that is to send me a minimum of two referrals if they are happy with my product and my service. I now ask you to do the same.

If you are happy with the quality and value of the jewelry and service that I have given you in the past, please send at least two of your friends to me when they need jewelry of any kind. I will strive to give them the same type of quality and value that I gave you. I promise you that I will never pressure them to make a sale nor try to sell them more than they need. I promise to treat them the same way that I treated you.

I will also send you a small token of my appreciation for each referral, a \$50 gift certificate that can be used on any thing in the store. Since each referral saves me from \$300 to \$500 per new client in advertising, this enables me to give both them, and you, better value than if I have to waste huge amounts of money on advertising.

Well, this started out to be a thank you letter, and I ended up selling again. I guess it is in my blood. I really am one of the luckiest men in the world. I love selling diamonds and colored stones. I have really wonderful clients who enjoy what I sell. I have one of the world's greatest cities to raise my children in, and my wife still loves me after 24 years of my ups and downs.

Thanks to all of you, the last several years have been constant ups!

I would like to say thank you in a special way. I don't have time to print any coupons and get this letter to you in time for Christmas, but if you bring this letter, or just refer to it anytime in the next six months, I will give you a \$50 credit on anything in the store. Granted, I don't have many \$50 items, but that's part of the "risk" of coming here. There is always something that you fall in love with and just don't think you can live without.

Well that's it then. Here's \$50 on me, it's a small thank you for all that you have done for me these past few years! It's good through June 30. No restrictions other than it can not be used to pay for past purchases or jobs in progress already and it can not be used with any other coupon that you may have. You can give it to a friend if you like, but they can only use one of them.

(My attorney tells me I have to say these things, but that's because he doesn't know you the way that I do!)

Merry Christmas

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