

## Geller Book on a tablet

10/12/13

Here's my plans for developing the Geller Book for a tablet and computer. You would access the book on any device by going to an internet site. Which means you have to have internet access which everyone has in a store. This way its browser based and any device can access it, computers, tablets and smart phones although I can tell you it'll be too small for a phone. Its meant for a tablet for computer.

It would be built in stages, the availability of the price book itself for pricing would be first.

- Then ability to print a copy of the prices to put into an envelope.
- Then ability to keep track of customer info and what the customer left with us, along with taking photos.
- Then ability to import totals into your point of sale program to get rid of duplicate entries. We are not going to make a point of sale program that competes with anyone. This is mainly for pricing repairs and custom work.
- Then ability to track location of a job and look back at history for that customer.
- Then (much later) have ability for your customer to go to the website and check on their own if their job is ready or its progress.

So first things first.

Stuller has agreed to furnish to me prices for everything I list in the book in \$100 cost increments (1200 gold; \$1300 gold; \$1500 gold, etc.) It would not update daily, no reason to update a \$100 increase in a lobster claw or earring post is minuscule.

Its being built with three prices, same as before:

1. 3 time markup on findings and metals
2. My own labor pricing with a jeweler being paid \$40,000 to \$55,000 a year. 4 time markup which means after adding in matching taxes you'll get a 3 time markup on the jewelers labor as well.
3. Lastly I add in some insurance for broken, chipping and lost stones.  
Add these together and that's how I get the prices.

Currently you can use our book in book form or in The Edge there's pull down choices which I find a bit laborious. Jewelry Shopkeeper has my prices in an excel worksheet format, not too friendly either. So I don't want to duplicate that. So on the next few pages are the way I'm THINKING.

## **I'm looking for TWO AREAS of input from you:**

1. After looking over the pages, what do you think and any improvement suggestions.
2. In the book now (version 5, release 5.1—3 ring binder) are there any prices that were difficult for you to get? Are there some other breakdowns you'd like without going crazy. As an example setting small stones starts at 0-15 points. No separation for setting a 5 pointer, etc. I'm **not** looking for responses from people who “**think**” the price is wrong but people who quoted a dozen customers and it was tough. There's plenty of you who are too scared to even try but the majority of jewelers charge out book price and maintain a 90% closing ratio.

Once its on a website you can access it by computer or tablet and you'd have the ability later to change the prices but only somewhat. We charge as example \$39 to make a 14kt narrow ring smaller. Spoke to a guy yesterday who charges \$20 and is having a rough time. I wouldn't let him get this and lower sizing by 50%! So price changes might be limited to lowering no more than 25% of our state prices. Want to raise it to the moon? Happy to accommodate you.

Any way this is how I envision it starting to look. I'm going to show you a main page, its pretty much the yellow tabs (index) of the book and we are going to choose a lobster claw. Here we go. The main page is so skimpy, I just wanted to get something out there to show.

**See next page**

## Blue Book Jewelry Repair Pricing

Choose what is the first task you'd like to do for the customer by clicking the radio button to the left:

- Appraisals & Estate Take In
- Bails; pendants; Pin Stems
- Charts; Weights; general Information
- Clasps
- Earring posts; clips; mountings
- Engraving
- Gem & Diamond recutting
- General Repairs; Jump Rings, Safety Chains; Enameling; Hinges; Tie Tacs; Bracelet Repair
- Heads, Bezels, Plates furnished & installed & Set the stone
- Melle Diamonds & Colored gems
- Refinishing
- Restringing
- Setting Only
- Sizing; Shanks; Adjustable Shanks
- Soldering; Torch or Laser
- Tips; prongs; Channel Repair
- Watch Repair; Batteries, Watch band Shortening
- Waxes; Custom Design; Metals

The black dots would be radio buttons like on any web page or smart phone.  
So we want a lobster claw, first we'd hit:

**Clasps**

So on the main page that showed 18 choices, once you pressed the radio button for  **Clasps**

The 18 choices DISSAPPEAR and you have now these choices **just for clasps and that's all you'd see:**  
(and pictures will be shown)

## **Clasps:**

- Barrel Clasps**
- Box Clasp**
- Box Clasp wit Hinge**
- Chain Tags**
- Figure 8's**
- Hidden Box Clasp**
- Lobster Claw**
- Mystery Clasps**
- Pearl Clasps**
- Spring Rings**
- Tabs for Lobster Claw**
- Tongues**



(pictures will all show up for each type)



So you'd click with a mouse or with a finger on a tablet on the button for **Lobster Claw**. The screen above is replaced with the next screen

All of these choices are shown at ONCE. Click ALL OF THE BUTTONS you need. We want a Lobster clasp that is 14kt white gold and measures 10.0x3.75. Click 3 buttons

<input type="radio"/>	<b>Lobster Claws</b>				
<input checked="" type="radio"/>	<b>14kt</b>	<input type="radio"/>	<b>YellowGold</b>	<input checked="" type="radio"/>	<b>White Gold</b>
<input type="radio"/>	<b>18kt</b>				
<input type="radio"/>	<b>Silver</b>				
<input type="radio"/>	<b>Platinum</b>				
<input type="radio"/>	<b>7.2x2.5mm</b>				
<input type="radio"/>	<b>8.5x3.25mm</b>				
<input type="radio"/>	<b>9.4x3.2mm</b>				
<input checked="" type="radio"/>	<b>10.0x3.75mm</b>			<input checked="" type="radio"/>	<b>OK?</b>
<input type="radio"/>	<b>11.75x4.25</b>				
<input type="radio"/>	<b>And so on with sizes</b>				

Once you hit "OK, your screen goes to:

**"You have chosen:**

3010-14kt white gold Lobster Claw, with jump ring, furnished and solder  
\$86.00

Continue & add more repairs?   
I'm done, add to envelope and print

*Job for Ellen Smith*

1. *Furnish white gold lobster claw \$86.00*  
*Other repairs to be done in envelope none, just one.*



You can add more repairs and when done this can be sent to a printer, cut paper in half, one for customer and one goes into a clear job envelope zip lock.

Taking a picture as well

That's it so far. I'm starting to plan out the database and organize everything.

So looking for your input of this project and also if there are any "repairs" that are not in the price book now that you wish were in there along with any comments about the pricing itself.

Send comments to me at:

[David@JewelerProfit.com](mailto:David@JewelerProfit.com)

Thanks

David Geller  
10/12/13