

mylife

JEWELERS SHARE THE THINGS
THAT MATTER IN THEIR WORLD

PHIL PANCER

What have the last few years taught you?

CARRY LESS INVENTORY BECAUSE EVERYONE
LATELY, WANTS CUSTOM JEWELLERY

Best advice ever given?

TREAT PEOPLE
THE WAY YOU LIKE
TO BE TREATED!!

What question do you wish
customers would not ask you?

WHAT'S YOUR
RETURN POLICY?

Pitfalls to watch out for?

SALESPEOPLE WHO SAY
"YOU ABSOLUTELY MUST
HAVE THIS IN YOUR STORE"
IT'S USUALLY THE
BIGGEST DOG
IN THEIR COLLECTION

What's your advice for new
store owners?

BRUSH UP ON YOUR
CUSTOMER SERVICE SKILLS!

What superpower would
you like to have?

I'D LIKE TO BE ABLE
TO FLY SO I DON'T HAVE
TO SIT IN TRAFFIC WHEN I GO DOWNTOWN
TO SEE SUPPLIERS

Favorite job at work that
doesn't involve customers?

SURFING THE WEB!

Current life goal?

TO MAKE EVERY CUSTOMER HAPPY,
ONE PERSON AT A TIME!

Favorite business book?

"OH THE PLACES YOU'LL GO"
BY DR. SEUSS

If I weren't a
jeweler, I'd ...

BE A DJ

Favorite weekend activity?

WATCHING NFL FOOTBALL

PHIL PANCER / RINGLEADER FINE
JEWELLERS PICKERING, ON, CANADA

Phil Pancer lives just north of Toronto, Canada. He has been in the jewelry business since 1984. He's worked with his wife, Robyn, since 1998 and they've been married for 28 years, with two kids, Kylie, 25, and Evan, 23. Phil is also a professional photographer, who has done work for the Toronto Blue Jays baseball club and for the Canadian Olympic Team.