FOR JEWELERS WHO DESIGN CUSTOM PIECES

How to reply to a custom ring inquiry before the shop closes

A 4 part reply and a question bank for custom work. Print it and keep it by the bench.

> Thank them, ask about the occasion and the style they have in mind, then offer visit times. Ask questions in the first reply and leave prices and any claim about metals or stones for a conversation with you.

THE REPLY IN 4 PARTS

What each part does

PART	WHAT IT DOES	WHAT YOU FILL IN
1. Thank them	Shows a person read it	Their first name
2. Ask about the occasion	Sets the timeline	The date they mention
3. Ask about the style	Gives you something to sketch from	Photos or words they send
4. Offer visit times	Moves it to the counter	2 windows from your calendar

FILL IN SHEET

Your reply

Hi _____, thanks for writing about a custom _____.

Is this for a date you have in mind? Any photos of styles you like would help.

I can meet _____ or _____. Which works?

EXAMPLE WORDING ONLY

QUESTION BANK

Questions for custom work

TOPIC	ASK
Occasion	Is there a date you are working toward?
Timing	When would you like to have it in hand?
Style	Do you have photos of pieces you like?
Metal	Do you have a metal in mind, or would you like to see options at the shop?

TOPIC	ASK
Stones	Are you bringing a stone, or would you like to look at some together?

WHAT STAYS WITH YOU

Details for a conversation with the jeweler

- Prices and quotes
- Appraisals and value statements
- Any claim about a metal or a stone
- Advice on what to buy as a gift

Descriptions of metals and stones are covered by the FTC Jewelry Guides (16 CFR Part 23) and state law. This sheet does not cover those rules and is not legal advice. Check each detail yourself.

WHAT THIS SHEET LEAVES FOR YOU

Each overnight inquiry still needs its own reply.

PR MODE sets up custom inquiry reply drafts for your shop. You approve each reply before it goes. Read the jeweler workflows.

PR MODE guide. prmode.ai/guide-custom-inquiry-reply-sheet