

DIAMOND COUNCIL OF AMERICA INTRODUCES
“ADVANCED JEWELRY SALES” COURSE

NASHVILLE, Tenn.—The Diamond Council of America (DCA) has expanded its offering to include a comprehensive sales course entitled “Advanced Jewelry Sales.” After four years of intensive development, the course is now available to member stores—and their employees.

“Advanced Jewelry Sales” covers all aspects of jewelry sales—including sales technique, identifying and leveraging trends, branding, and how to sell specific product categories, such as luxury timepieces and bridal.

Participants will learn

- How to close more and bigger sales
- How to profile customers and build stronger relationships with buyers of all types
- How to proactively communicate and build their store’s brand
- How to identify and leverage trends to maximize sales
- How to maximize performance in each of the key jewelry categories

“There’s long been need for a quality advanced sales course and we’re thrilled to be able to help further the success of jewelry sales professionals through this educational offering,” says Terry Chandler, president of the DCA.

Josh Weinman, chairman of DCA, said, “The Diamond Council of America’s Board of Directors and I are very excited about DCA’s new “Advanced Jewelry Sales” course. It is a part of DCA’s continuing effort to raise the bar or professionalism among our members and students and will serve as a vital tool for sales associates.”

Available online or via email, the course’s digital format enables jewelry sales professionals to access it at their convenience and move through the material at their own pace within a 12-month period. Progress is tested and coursework graded, culminating in a final examination and acknowledgement of achievement by DCA. Available exclusively to DCA members, the cost of enrollment for the course is \$90.

"Selling fine jewelry to today's consumers, particularly young bridal customers, demands more than just knowledge of the product. Successful sales professionals must have the ability to connect on both an intellectual and emotional level while at the same time acting as an advisor, counselor and trusted friend. DCA's new Advanced Sales Course provides the information, training and real-world insights to help any jewelry salesperson meet these challenges head-on, helping to develop the skills and confidence that directly contribute to stronger customer relationships and increased sales," said DCA board member David Peters, Director of Education & Member Services for Jewelers of America (JA).

According to Kate Peterson, President and CEO, Performance Concepts, "With this new Advanced Selling Skills course, the Diamond Council has stepped in to fill a significant void in industry education. The program has been designed to present a broad range of current, relevant information for experienced store associates, in DCA's signature 'made for sales' style. Comments from our in-the-field reviewers have ranged from 'I didn't know that' to '...I never looked at it that way before.'"

Advanced Jewelry Sales along with the DCA's other courses is available at www.diamondcouncil.org.

The Diamond Council of America (DCA) was founded in 1944 to educate jewelry sales professionals about diamonds and gems. The not-for-profit organization provides professional jewelers with an opportunity to earn a certification in diamonds and gemstones through distance education, and gives salespeople the knowledge and training necessary to make them successful. The DCA represents more than 5,200 jewelry stores and leading suppliers of diamonds and gems across the country. Headquartered in Nashville, Tennessee, the DCA is a leading educational organization for professional retail jewelry salespeople. Since the organization's beginnings thousands of retail jewelry professionals have graduated from the DCA's course offerings in the study of diamonds and colored gemstones. For more information contact 615.385.5301 or visit www.diamondcouncil.org.