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FOR IMMEDIATE RELEASE

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CENTURION 2012 EDUCATION PROGRAM FEATURES TERRY CHANDLER & RETAILER PANEL ON *MANAGING HIGH EARNING SALES ASSOCIATES*

Merrick, New York – Centurion’s panel discussions annually feature smart moderators and exceptional retailers on timely topics. One such panel for 2012 features Terry Chandler (pictured far left, below), leader of the Diamond Council of America (DCA) moderating a panel on “Managing High Earning Sales Associates Without A Salary Cap.” Terry’s panelists are (pictured second from left to right): Bruce Bucky, Hildgund; BJ Nichols, Reis Nichols, and John Von Bargen, Von Bargins.



Says Chandler, “Owners and managers of prestige jewelry stores have their own brand of ‘super stars.’ Often, these sales associates are the best producers as well as a manager/owner’s biggest challenge. We’ll conduct an in depth discussion intended to give the retail jewelers attending a snap shot of how some of the most successful organizations in our industry have managed their ‘super stars.’ Topics will include, but not be limited to, compensation, training, management, communication, and other specifics providing an action list attendees can use to measure their own efforts with their own super stars.”

Chandler also shared a few specific questions that will be answered by the panelists:

- Do your "Super Stars" work for the company or themselves?
- Is your Prima Donna inhibiting the rest of your sales force?
- Just how much about your business should they know?
- What is it that owners don't understand about the concept that every time they make a dollar you make two...or more!

"Terry Chandler is a very accomplished moderator who has some great questions that both he and our savvy panelists will answer," says Centurion President Howard Hauben. "This will be a fascinating look at high-earning sales associates."

The 2012 Show begins Centurion's second decade with a move to Scottsdale, Arizona. Show dates are January 28th (arrival day) through January 31st, 2012. For more information, please call 516-377-5909 or email info@centurionjewelry.com. Visit Centurion online at www.centurionjewelry.com.

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