

Suggested Sales Statements



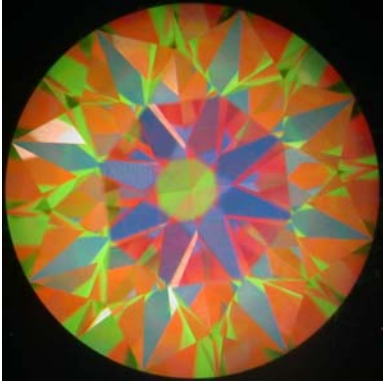
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- Of the 4 Cs, Cut has the greatest effect on a diamond's beauty.
- The quality of the Cut contributes most to light performance.
- Proportions drive the performance, but no "set" of proportions – table size, crown angle, or pavilion depth – will guarantee high performance.
- Our firm grades diamonds according to AGS Standards, which are the highest in the jewelry industry. The AGS Diamond Grading Standards are upheld by the Grievance and Review Process in the Society.
- You cannot determine the beauty, quality, or value of a diamond by looking at a paper document.

The **AGS Performance-based Grading System** offers a number of unique benefits when it comes to selling:

- **Separating Cut** — Because the AGS cut grading system is based largely on computer modeling, it separates cut from color, clarity, and carat weight. Color or clarity are judged independently so that you can make an informed buying decision based on how each factor influences the value of your diamond.
- **Reflecting Reality** — Despite the AGS system's technical foundations, it succeeds in reflecting what you will see when looking at your diamond under real-life conditions – outdoors, at the office, at home, or in other settings.

- **Being Specific** — The AGS system of eleven grades (0-10) creates a level of accuracy that is specific without being overwhelming. Grading systems with fewer grades produce broader categories, and this makes it difficult to arrive at meaningful comparisons to other systems. Keep in mind, the descriptive terms of *Excellent*, *Very Good*, *Good*, *Fair*, and *Poor* used with the AGS Cut Grades CANNOT BE USED as a comparison to other systems.
- **Allowing for Taste** — While the AGS system is specific, it still allows for a wide range of tastes and personal preferences. Differences in the balance between brightness, dispersion, and contrast result in a diversity of choices in any grade.
- **Fighting Commoditization** — Pricing and grading information via the Internet may lead you to think that diamonds can be bought and sold like commodities. The new performance-based AGS Diamond Cut Grading System places the focus on the beauty and quality of each diamond as seen by you.
- **Supporting Professionalism** — The AGS always has maintained that the expertise of the jewelry professional is a vital element of a diamond sale. With all the grading factors that are considered in the new system, it is impossible to determine a diamond's beauty and value simply by looking at a paper document. The AGS professional plays a critical role in presenting the diamond and helping you understand its grade and its value.



Angular Spectrum Evaluation Tools (ASET) can help you present performance to the technically-minded customer. The ASET is a quick, easy, and accurate way to see the true performance of a diamond in red, blue, and green.

- Light from directly overhead contributes **MOST** to the performance of the diamond. This is represented by the red color – and you want to see a lot of red!
- Light from lower angles or from reflected light is not as effective. This is represented by the green color – and you don't want to see much green!
- The blue color represents light that is blocked by your head and shoulders. This creates pleasing patterns of light and dark areas in the diamond. You may have seen a diamond with the “hearts and arrows” pattern. This is much more appealing than seeing a solid dark center in the diamond, wouldn't you agree?

Have diamonds of different grades available to show to your customer. This makes it easier for them to compare the differences.

Cut: AGS

Good performer 0-3

Bad performer 7-10

Color: AGS

Colorless 0-3.0

Yellow/brown 6-10

Clarity: AGS

VS1 or better 3 or higher

I2 or worse 8 or lower

I1 0-3 cut

I1 7-10 cut

Convince your customer to make an informed and confident buying decision. We've all experienced "buyer's remorse", and being proactive with your knowledge will help avoid this from happening after your sale.

Sometimes your customer will seek another opinion. Establishing your expertise and credibility on their first visit will eliminate the "weak" competition.



AGS Positioning Statement

We're proud members of the American Gem Society, a 75 year-old association of fine jewelry professionals dedicated to consumer protection. The American Gem Society sets the standards for business ethics, education, appraising, and diamond grading. When you see an *American Gem Society* member logo on the store's window, you know you are shopping with a jeweler you can trust.

Professional Credentials

Key idea: My title [RJ, CG, CGA] was earned by having both gemological education and industry experience. Our store has [#] titleholders on staff.

Standards for Diamond Grading, Advertising, and Appraising

Key idea: The American Gem Society Standards are the highest in the jewelry industry. We are among a select group of jewelers who have chosen to meet these strict membership standards. And we're held accountable to these standards through a Grievance and Review process.

Longevity

Key idea: The American Gem Society is an association of fine jewelry professionals since 1934 – and we've been members since [date]

Consumer Protection

Key idea: Through our membership, we promote our professionalism by providing our customers with a fair and accurate representation of our gems and jewelry.

Ethics

Key idea: As members of the American Gem Society, we believe in and always provide our customers with full disclosure of any gem treatments or synthetic origin.

Position Messages:

We are among a select group of jewelers nationwide that have met the strict standards for American Gem Society membership. Our dedication to ethical business standards is your assurance that you are shopping with a jeweler you can trust..

Our firm grades diamonds according to the American Gem Society Standards, which are the highest standards in the jewelry industry.

I can share one secret to buying beautiful jewelry – buy from a credentialed member of the American Gem Society. We are dedicated to providing a fair and accurate

representation of our diamonds and gemstones – assuring you of value and earning your trust since 1934.

My AGS title, (insert either RJ, CG, or CGA) was awarded upon completion of gemological studies and exams and must be renewed annually through continuing education, proven ethics, and a recertification exam. This means you can be confident in our knowledge and professionalism with every fine jewelry purchase.

Many times the lowest price is not the best value. Our professional credentials are your assurance of a fair and accurate representation of our gems and jewelry.

Having a diamond report doesn't necessarily mean having all the information you need to make a good buying decision. Our diamond experts at [XYZ] Jewelers can assure you on the quality and value of your diamond purchase.

Not all jewelers can provide the full service of a professional jewelry-making and repair staff. At [XYZ] Jewelers, we can develop your design dream into reality – your jewelry into heirlooms.

