

Introducing the industry's most comprehensive custom sales training program — created for and available exclusively to American Gem Society™ members.

It's all about the BOTTOM LINE.

You've heard all the questions. Now learn the answers. Seize the Advantage of American Gem Society membership and take the first step toward greater **Productivity Sales Accountability Knowledge Confidence and Profits.**

PRICING

Instructor-Led:

Two-day Sales Training.....	\$695.00
One-day Coaching.....	\$595.00
Both Sales Training & Coaching.....	\$995.00

Online:

Customized Critical Skills Training Course.....	\$295.00
(All Six Modules)	

You simply can't afford to delay. Competition is fierce. Consumers are savvy. Invest in your future with the American Gem Society Custom Sales Training program.

Instructor-Led Sales Training Class

A two-day, fully customized class that is interactive and produces a high-impact learning environment with intense coaching and feedback. With custom jewelry sales scenarios, participants are presented with relevant "real-life" challenges and learn new methods and skills to meet these challenges and improve their performance. **Topics include:** Sales Styles, Sales Model: Open to Close, Cross Selling, Overcoming Customer Objections, Positioning Against the Competition, and more.



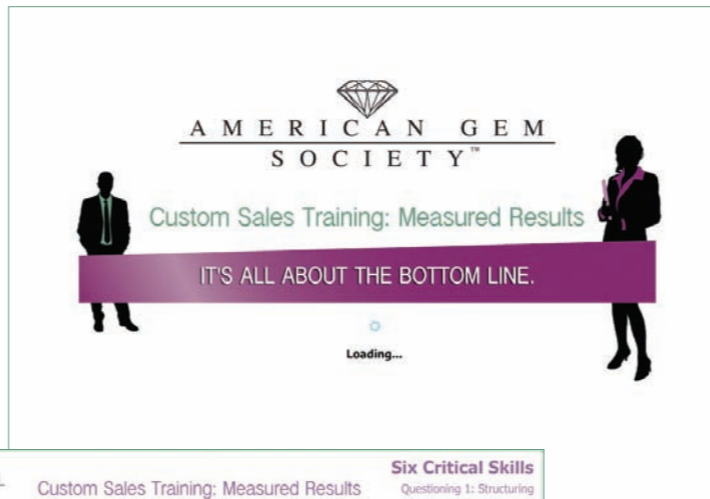
Instructor-Led Coaching Class

A one-day, fully customized class for managers and trainers. Learn the strategies, skills, and mindset to develop your sales professionals as individuals and as a team. The focus of the curriculum is support for the sales force that results in the achievement of sales goals and strong company loyalty. **Topics include:** Feedback, Associate Zones, Sales Framework, In-the-Action Coaching, and more.

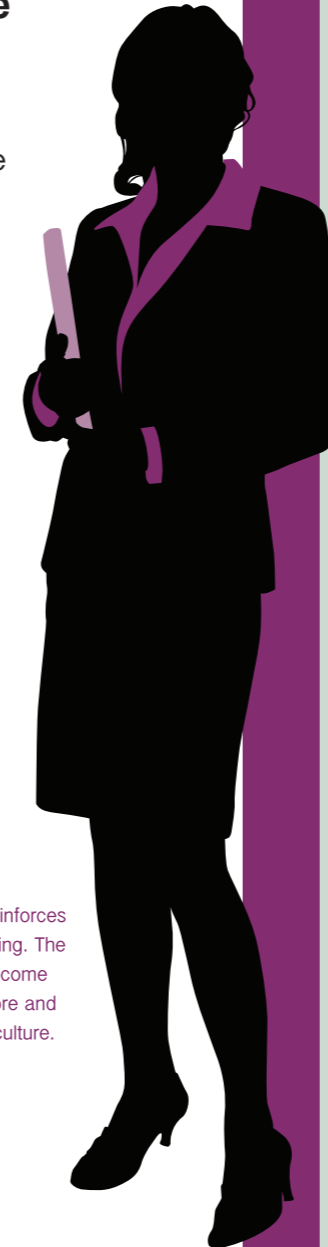


Online Customized Critical Skills Training Course

An interactive Web-based course that reaches beyond the classroom to sharpen your sales skills with the customer. Either as an introductory course or as ongoing support for the instructor-led training classes, these effective skills will keep your team on the road to success.



The online program reinforces the instructor-led training. The concepts quickly become engrained in your store and become part of the culture.



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*Attendance in sales training class recommended.