

OFFICIAL LAUNCH

at Seattle Conclave 2008

AGS Custom **Sales Training:** Measured **Results**

It's All About the Bottom Line

Attendees at Conclave know that they will have access to the latest advances in training and technology. This year, the American Gem Society is excited to present a powerful and multilayered sales training program specially tailored ONLY for AGS members.

Join us at the Seattle Conclave 2008 Opening Session Breakfast for the official launch of the AGS Sales Training, Coaching for Success, and eLearning programs. Find out how you can take advantage of these unique tools and add to your sales success. Be one of the first to experience this exclusive opportunity.

Sessions at Conclave:

Session One: Handling Challenging Customer Objections

Even the most experienced associates receive objections from customers! These objections are an opportunity to learn more about each customer and to increase sales opportunities. Learn how you can resolve them and ensure that customers leave confident that they have made the right jewelry choice.

Session Two: Leveraging and Communicating Your American Gem Society Membership to Increase Sales and Consumer Loyalty

American Gem Society members have a powerful story to tell! Leverage the power of your AGS membership and convey it to each customer. Learn the skills to communicate the strength and value of AGS education, standards, and ethics to increase both sales and credibility with your customers.

DON'T miss
this **Launch!**



Available After Conclave:

The program consists of two basic components:

- Instructor-led seminars in sales and coaching
- Award-winning eLearning — for selling and coaching skills

Instructor-Led Sales Training

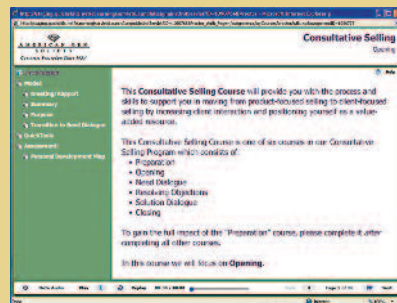
A two-day, fully customized interactive instructor-led class, scheduled for **June 4–5** and **July 1–2**, that offers a high-impact learning environment with intense coaching and feedback. With custom jewelry sales scenarios, participants are presented with “real-life” challenges, while learning new methods and skills to meet them.

Instructor-Led Coaching

A one-day, fully customized instructor-led class for managers and trainers. Learn the strategies, skills, and mindset to develop your sales professionals as individuals and as a team.

Customized Critical Skills Online Training Course

An interactive Web-based course that reaches beyond the classroom to sharpen your sales skills. Either as an introductory course or as ongoing support for the Instructor-Led Sales Training class, these effective skills will keep your team on the road to success.



REGISTER for
Conclave Now!

www.AmericanGemSociety.org/conclave2008