

EDUCATION & TRAINING SELLING CERTIFICATED DIAMONDS



Venue: The Birmingham Assay Office
Course Name: Selling Certificated Diamonds
Dates: Tuesday 31st January 2012
Tuesday 17th April 2012

Time: One Day Course:
10.00 a.m. to 4.30 p.m.
Delivered By: Marie Chalmers FGA DGA

COURSE OBJECTIVE

This one day course is intended for retail staff who already have some experience of selling jewellery and precious stones. The course will provide a greater understanding of diamonds and their certificates, then aims to give each delegate confidence to use a certificate as a tool when selling a diamond. The course will be an interactive practical session, observing diamond characteristics with the use of a 10x loupe, as in retail conditions.

On completion of the course delegates will have the knowledge to sell diamonds confidently, to interpret information from diamond certificates and use it to close a sale.

COURSE CONTENT

Introduction

Diamond Grading – the 4 'C's

- Cut
- Colour
- Clarity
- Carat weight

Diamond treatments – what to look out for

- Synthetics
- Imitation

Certification

- Why certificate?
- The benefit of the certificate to the retailer and customer
- How to use the certificate to sell the diamond

ANCHORCERT

Delegates will have the opportunity to see the AnchorCert Diamond Grading Laboratory, to meet the experts who work there and gain an understanding of the high tech equipment and techniques used.

COURSE TUTOR – Marie Chalmers, FGA DGA

Marie has an in depth knowledge of diamonds and her expertise is based on personal experience and commercial application of sound technical and theoretical knowledge. Marie has trained and worked in Antwerp, India, Israel and the UK's diamond markets. She has bought and sold diamonds in various shapes and sizes, in large volumes and single items and in all colours and qualities.

Marie has a broad understanding of the retail environment and how diamond knowledge can be used to increase sales. Her training style is factual and straightforward and always geared towards the commercial rather than the text book environment. Previous training undertaken by retailers has resulted in significant increases in diamond sales.

COURSE FEE

£100 + VAT PER DELEGATE
MAXIMUM OF 10 DELEGATES

BOOKING FORM OVERLEAF >



EDUCATION & TRAINING SELLING CERTIFICATED DIAMONDS



Venue: The Birmingham Assay Office **Time:** One Day Course:
Course Name: Selling Certificated Diamonds 10.00 a.m. to 4.30 p.m.
Dates: Please tick your desired date **Delivered By:** Marie Chalmers FGA DGA

Tuesday 31st January 2012 Tuesday 17th April 2012

COURSE FEE: £100 + VAT per delegate, maximum of 10 delegates

BOOKING INFORMATION

Delegate Name: _____

Company: _____

Address: _____

Postcode: _____

Telephone Number: _____

Email Address: _____

PAYMENT

Cheque **Credit Card** Please make cheques payable to The Birmingham Assay Office

Card Details: Payment maybe made by Visa, Visa Debit, MasterCard, Eurocard, Delta, Switch, Solo, Electron.

Card Type: _____

Amount: _____

Card Number: _____

Expiry Date: MM/YY

Valid From: MM/YY

Issue No: _____

Card Verification Number: Last 3 digits from signature strip on back of card

I would like to book my place on your Selling Certificated Diamonds course

Signed _____

Date _____

