

CELEBRATE  
*Love*

**DIAMOND & DESIGN EVENT**  
BY DANA AUGUSTINE®



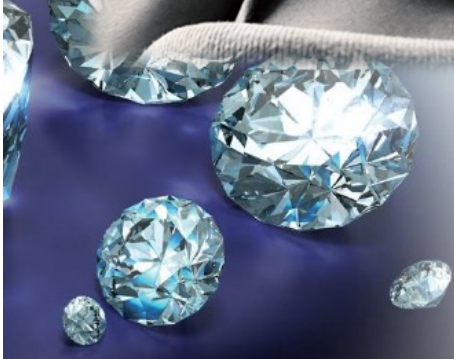
[DanaAugustineInc.com](http://DanaAugustineInc.com)

**DA**  
DANA AUGUSTINE

**KAY**  
JEWELERS

**ZALES**  
THE DIAMOND STORE®

Training



# Your Dana Event

- It's a Loose Diamond Event!
- It's a Restyle Event! The setting of the customer diamond into a new DAI Mounting!  
(Theirs, Ours, Yours diamond or gemstone)
- It's Centennial Fashion Collection – Fashion forward- Affordable Luxury!
- Other! - Gents Rings, Pendant and Earrings, Colored Gemstones!



## What the Event Offers...Peace of Mind

- Dana Augustine is a Nationally Recognized Brand & RJC Certified!
- 43 Years of Outstanding Service and Valued Partner with KAY
- We Proudly Design / Manufacture / Set / Over 50% of our Line
- Exclusive Designers Collections made to Dana Augustine's Standards – Like Seamless, Signature, Petite ! Some like Seamless are Very Specialized made for specific size/shape Diamond and Finger Size!



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# What the Event Offers...Peace of Mind

Our Vast Selection Appeals to a Wide Customer Base / Hand selected Loose Diamonds ranging from 1/5 ct. to 2.00 ct. \*Limited to \$50,000 Our Diamonds 1/3 ct. & up are GIA or IGI Certified!

Dana Augustine Branded Diamonds - Our Focus on .50ct., .75ct., 1.00ct., 1.50ct.

- **“SWANA”** The Perfection of a Star! A Stunning 8 Pointed Star!
- **The Centennial Diamond** – 100 Facets of Scintillating Brilliance with a unique “Lotus Flower” faceted within the diamond embodying one’s connection to Nature, Wisdom & Love. The Centennial Diamond - “For Love that has no limit”!
- **“Artemis”** –The Colorless Diamond for the One You Want...Need...Protect...Love...  
Artemis Diamonds - Available in RD, OV, PS, MQ, CU.



# What the Event Offers...Peace of Mind

Selection also includes

- GIA Triple Excellent - .50ct., .75ct., 1.00ct., 1.50ct., & 2.00ct.
- Our Special Value Diamonds .25ct., to 2.00ct.
- Natural Colored Diamonds - Rare & Limited!
- The Centennial Fashion Collection- Finished Designer Pieces!
- Color Enhanced Diamonds in Blue/Green/Yellow - Only RD 1/2 & 3/4!

A Fine Selection of Birthstones to Complete your Selection!



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## THE SIGNET / DAI LAB CREATED DIAMOND PROGRAM

- IGI Certified
- Laser Inscribed
- VS or higher
- F or higher
- Priced from \$ 1,999.99 to \$ 9,499.99
- 1.00 CT to 3.00 CT Rounds and Fancies / MQ only to 2.00 CT
- \*\*\* 2.50 CT & 3.00 CT Limited Availability in some shapes
- 45 to 52 Stone Selection – **It's all about the Selection!**

Generates Excitement and Enthusiasm and Creates Additional Selling Opportunities for DAI Mountings!

Puts the “Special” back in Special Events! “Right Before Your Eyes”!



	1.00	1.50	2.00	2.50	3.00
Round	2	2	2	1	1
Oval	2	2	2	1	1
Emerald	2	2	2	1	1
Radiant	1	1	1	1	1
Pears	1	1	1	1	1
Princess	1	1	1	1	1
Elongated Cushion	1	1	1	1	1
Square Cushion	1	1	1	1	1
Marquise	1	1	1	0	0

## Signet/DAI Lab Grown Program

CARAT SIZE	SHAPE	RETAIL
1.00	Round/Fancy	\$ 1,999.99
1.50	Round/Fancy	\$ 3,499.99
2.00	Round/Fancy	\$ 5,499.99
2.50	Round/Fancy	\$ 6,999.99
3.00	Round/Fancy	\$ 9,499.00

**ALL STONES SUBJECT TO PRIOR SALE**  
**SELECTION LIMITED TO EVENT SELECTION**  
**NO SPECIAL REQUESTS**  
**NO SPECIAL ORDERS**  
**NO LAYAWAYS**  
**MARKDOWNS – ACCORDING TO STANDARD SIGNET POLICY**  
**AVAILABILITY OF 2.50 CT & 3.00 CT MAY BE LIMITED**





# What it Takes...

Keys  
To  
Success

DA





# What it Takes...



Excitement  
Participate  
Teamwork  
Be an Encourager  
Make it Special  
Have Fun  
1 More



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# Steps to a Successful Event...

Expectation #1 – Beat your Day and Keep Going!

Expectation #2 – \$20,000 / \$30,000 / \$50,000

Expectation #3 – How Big is Big? Go for it!

How to Make it Happen – Work as a Team!  
Then keep Focused on getting 1 More!



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# Steps to a Successful Event... Category Method

Set Individual Goals  
by the  
4 Main Categories  
of the Event!  
&  
Then  
Get 1 More



# Steps to a Successful Event...

## Special Requests – Email Minimum of 2 Weeks Prior to Event!



Complete Info on Special Request Link

Email: [requests@danaaugustineinc.com](mailto:requests@danaaugustineinc.com)

\*\*\* Items Up to \$50,000.00 or approx. 2 ct.

Don't put all your Hope & Dreams in 1 Sale!

MGR: Please Be sure they are Qualified!

Price /Style / Payment / Appointment Time

Make note of Service #

Follow-up with Your Guest & Your DAI Designer



# Talking Up & Promoting The Event



# Steps to a Successful Event...

Key - Mention to Everyone!

Have you ever been to one of Our Dana Augustine Diamond & Design Events?

Do you have any Jewelry you no longer wear? Focus on Their Occasions and or Memory of Item! An Opportunity to Create or Recreate something Special and Spectacular!

Have you thought of “Enhancing” your beautiful Diamond/Gemstone?

Look for Trade-in & Trade-up Opportunities! \*Follow Your Company Policy!

Do you know anyone like Yourself that would be interested in our event?



## Steps to a Successful Event...Celebrate and Create

- Appeals to the **Self Purchaser** - Looking for Unique, Rare, New or Fresh!
- **Celebrate** Love's Special Moments and Relationships!
- **Multi-ring Customers** / Suggest Collecting all the Colors of Gold! No Limits! Stacking! Layering! Have Fun!
- Divorced / Broken Engagements / **Create A New Beginning!**
- **Inherited** or Heirloom Pieces / Treasured Memories! Wear and Enjoy!
- **Worn out Rings** / New Opportunities to Create!



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## Steps to a Successful Event...

- The Ring Cleaning Station # 1 Area to Create Opportunity!
- 
- Past Event Customers! Reach out to them! Stop by to say hello and I'd love to hear about how many compliments you have received on your new diamond! See the new matching items and or add to your collections!
- Customer's that Walk! Our Dana Augustine Diamond and Design Event...Mention the Exclusive Collections, Branded Diamonds, a Designer and Master Jeweler here for them!
- Your Mall / Life-Style Centers / Everywhere You Go / Social Media!
- Every Diamond Solitaire Customer Sold is an Opportunity for a Semi or Trade!



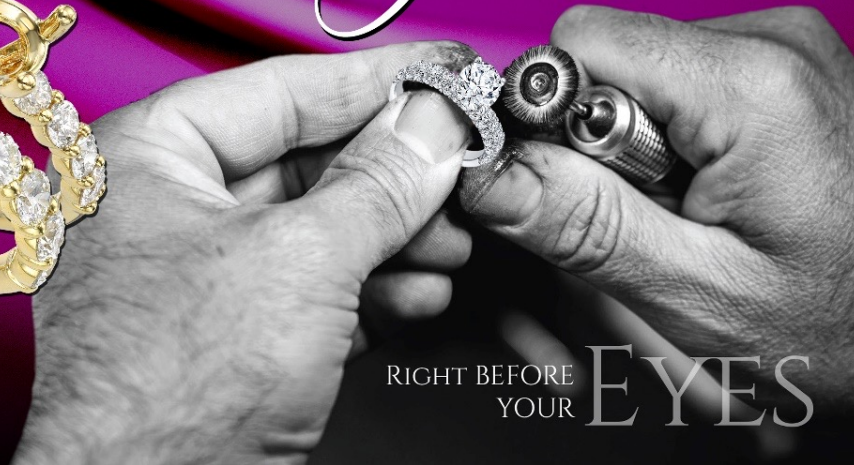
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DIAMOND & DESIGN EVENT  
BY DANA AUGUSTINE®

TRANSFORMING  
DREAMS  
INTO TIMELESS

*Design*



**DA** | **ZALES**  
DANA AUGUSTINE | THE DIAMOND STORE®

RIGHT BEFORE YOUR **EYES**

**Steps to a Successful Event...  
Clienteling**

**DA**

# Steps to a Successful Event...

Key to Getting a Qualified Guest - Focus on Building a Relationship!

\*Remember: What do people like to talk about? Why do people buy jewelry?

- Build Value – Compliment the Customer's Item!
- Establish the Sentimental Value of Item!
- Be Engaging! Make it Fun! What's their Special Occasion / What's the Memory attached to their jewelry? What are we Celebrating?
- Focus on the Relationship with the guest/customer! Make them your Friend & Lifetime customer!



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## Steps to a Successful Event...

Before gathering the info...



Just ask – How would you like me to follow-up with you?

Remember – Make special notes about something personal or the occasion. It helps to create a special moment or new memory for that guest that day! It also helps when following up... Just in case they forget you.



2 day- Follow-up! Email, Text, Call – Just simply A “Thank you” for time spent! Mention what they shared and again and how you’re looking forward to creating a new memory and celebrating with them!



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# Steps to a Successful Event...

- **Jewelry Box Consultations!** Invite them back in and bring their other stuff too! Creating Opportunity - Create 3 piles of Jewelry – Like/Don't Like/Broken!
- Check jewelry box in **Clienteling** for merchandise they may no longer wear for trade-in or restyle opportunities!
- **Use** DAI Website & FACEBOOK, INSTAGRAM to create additional Excitement!
- **Review** all Customer Contact Info! **Key is Follow-up!**
- **Remember** – It's a process- Focus on Creating a Special Moment! Their Occasion, Memory or New Memory that will be created at your upcoming Event!





## Steps to a Successful Event... Making Appointments

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# Steps to a Successful Event...

## Making Appointments

- Remember – 1/2 aren't going to make it! Do you still have enough to make your day? Keep getting 1 more!
- Analyze your Appointments- Why are they coming?
- What are they coming for? What do you know about them?
- How do they Plan to Pay for what they are purchase?
  - Is it Bridal
  - A Diamond / 1<sup>st</sup> Time / Unique/ Different
  - The Event Experience
  - Restyle – Updating Look / Replacing Old / Creating Something New
  - Trade-in / Trade-up
  - Fashion / Current Trends
  - Walk-In



## Steps to a Successful Event....

### Use your resources to your advantage.

- Use the Restyle Guide to plan your event. Promo books
- Signet- Merchandising/Special Event/ Resources
- Use the DAI Resources on the tablet or QR code
- Cover what is on QR code and tablet assets
- Use Social Media Assets (Shareverse)
- Use IDPOPS documentation sheets for training
- Add Special Events to Daily Readiness Tracker and conversations .
- Weekly Touch base on event preparation
- Create a Special Event Champion or Coordinator to help guide success.



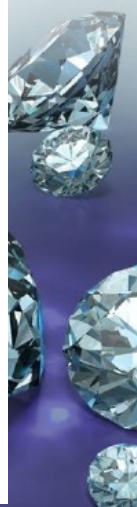
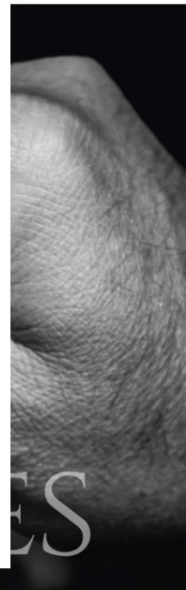
# Steps to a Successful Event.... Use your resources to your advantage.



Home ▾ Catalog ▾ DAI Branded Diamonds ▾ One Day Show Schedule Signet Employee Info ▾ About Us ▾



- EXCITING NEWS!
- SPECIAL REQUEST LINK
- Brand at a Glance
- Special Request Procedures
- Dana Augustine Training
- Centennial Diamond
- SWANA Diamonds
- ARTEMIS Diamonds
- LAB GROWN DIAMOND EVENT SELECTION
- Appointment List
- Store Manager Event Evaluation Form
- DA Diamond Basic Inventory
- DA Colored Gemstone Basic Inventory
- Social Media
- Video Reels
- Who to Contact





# Steps to a Successful Event.... Use your resources to your advantage.



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Home / TOP Performing Events & District Averages

## TOP Performing Events & District Averages

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## Top Performing Events & District Averages

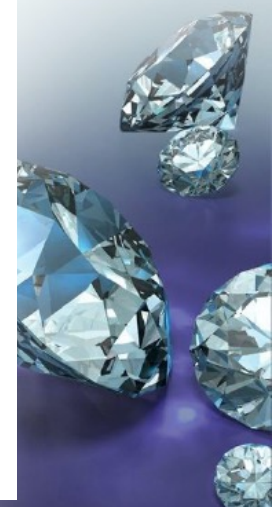
DA KAY ZALES love  
TOP 25 EVENT JAN - APRIL

RANK	DAI EVENT TOTAL	BANNER STORE #	VICE PRESIDENT	DISTRICT MANAGER
1	\$53,833.87	KAY 0258	Blumstein	Philly
2	\$49,244.87	KAY 0278	Blumstein	Philly
3	\$48,744.88	KAY 0258	Blumstein	Philly
4	\$48,484.88	KAY 0258	Blumstein	Philly
5	\$48,244.88	KAY 0258	Blumstein	Philly
6	\$48,144.88	KAY 0258	Blumstein	Philly
7	\$48,044.88	KAY 0258	Blumstein	Philly
8	\$47,944.88	KAY 0258	Blumstein	Philly
9	\$47,844.88	KAY 0258	Blumstein	Philly
10	\$47,744.88	KAY 0258	Blumstein	Philly
11	\$47,644.88	KAY 0258	Blumstein	Philly
12	\$47,544.88	KAY 0258	Blumstein	Philly
13	\$47,444.88	KAY 0258	Blumstein	Philly
14	\$47,344.88	KAY 0258	Blumstein	Philly
15	\$47,244.88	KAY 0258	Blumstein	Philly
16	\$47,144.88	KAY 0258	Blumstein	Philly
17	\$47,044.88	KAY 0258	Blumstein	Philly
18	\$46,944.88	KAY 0258	Blumstein	Philly
19	\$46,844.88	KAY 0258	Blumstein	Philly
20	\$46,744.88	KAY 0258	Blumstein	Philly
21	\$46,644.88	KAY 0258	Blumstein	Philly
22	\$46,544.88	KAY 0258	Blumstein	Philly
23	\$46,444.88	KAY 0258	Blumstein	Philly
24	\$46,344.88	KAY 0258	Blumstein	Philly
25	\$46,244.88	KAY 0258	Blumstein	Philly

DA KAY ZALES love  
TOP 25 EVENT FOR APRIL

RANK	DAI EVENT TOTAL	BANNER STORE #	VICE PRESIDENT	DISTRICT MANAGER
1	\$45,744.88	KAY 0215	Heiser	Verona
2	\$45,644.88	KAY 0215	Heiser	Verona
3	\$45,544.88	KAY 0215	Heiser	Verona
4	\$45,444.88	KAY 0215	Heiser	Verona
5	\$45,344.88	KAY 0215	Heiser	Verona
6	\$45,244.88	KAY 0215	Heiser	Verona
7	\$45,144.88	KAY 0215	Heiser	Verona
8	\$45,044.88	KAY 0215	Heiser	Verona
9	\$44,944.88	KAY 0215	Heiser	Verona
10	\$44,844.88	KAY 0215	Heiser	Verona
11	\$44,744.88	KAY 0215	Heiser	Verona
12	\$44,644.88	KAY 0215	Heiser	Verona
13	\$44,544.88	KAY 0215	Heiser	Verona
14	\$44,444.88	KAY 0215	Heiser	Verona
15	\$44,344.88	KAY 0215	Heiser	Verona
16	\$44,244.88	KAY 0215	Heiser	Verona
17	\$44,144.88	KAY 0215	Heiser	Verona
18	\$44,044.88	KAY 0215	Heiser	Verona
19	\$43,944.88	KAY 0215	Heiser	Verona
20	\$43,844.88	KAY 0215	Heiser	Verona
21	\$43,744.88	KAY 0215	Heiser	Verona
22	\$43,644.88	KAY 0215	Heiser	Verona
23	\$43,544.88	KAY 0215	Heiser	Verona
24	\$43,444.88	KAY 0215	Heiser	Verona
25	\$43,344.88	KAY 0215	Heiser	Verona

17	Philly	\$16,552.45
18	Philly	\$16,547.33
19	Philly	\$16,542.21
20	Philly	\$16,537.09



**DA** CELEBRATE  
DANA AUGUSTINE *love*  
ONE DAY EVENT

**DIAMOND & DESIGN EVENT**  
BY DANA AUGUSTINE®  
*Coming Your Way*



  
**JEWELERS FOR CHILDREN**  
A GIFT OF LOVE FOR CHILDREN IN NEED

# Questions

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DANA AUGUSTINE

**KAY**  
JEWELERS

**ZALES**  
THE DIAMOND STORE

CELEBRATE  
*love*

**THANK YOU**

GRACIAS  
ARIGATO  
SHUKURIA  
DANKSCHEEN  
TASHAKKUR ATU  
SUKSAMA  
YACHANYELAY  
TINGKI  
BIYAN SHUKRIA  
GOZAMASHITA  
EPCARISTO  
USPAXAR  
KOMAP-SUMBERA  
MAAKKE  
GRAZIE  
MEHRBANI  
PALDES  
BOLZIN  
MERCII



**DA**