

C E L E B R A T E
love

DIAMOND & DESIGN EVENT
BY DANA AUGUSTINE®



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!

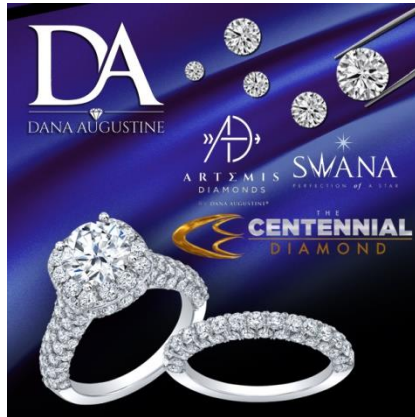


What the Event Offers...Peace of Mind

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!



THE SIGNET / DAI LAB CREATED DIAMOND PROGRAM

- IGI Certified
- Laser Inscribed
- VS or higher
- F or higher
- Priced from \$ 1,799.99 to \$ 6,599.99
- 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	\$ 1,799.99
1.50	Round/Fancy	\$ 3,299.99
2.00	Round/Fancy	\$ 4,699.99
2.50	Round/Fancy	\$ 5,499.99
3.00	Round/Fancy	\$ 6,599.00

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



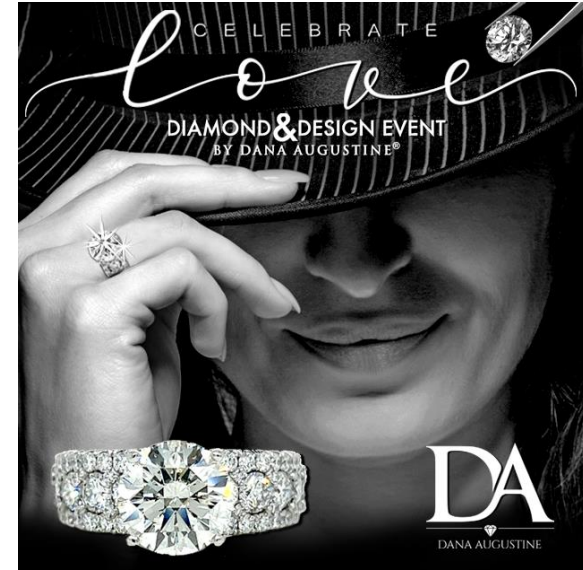
Steps to a Successful Event...

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!



Steps to a Successful Event... Category Method

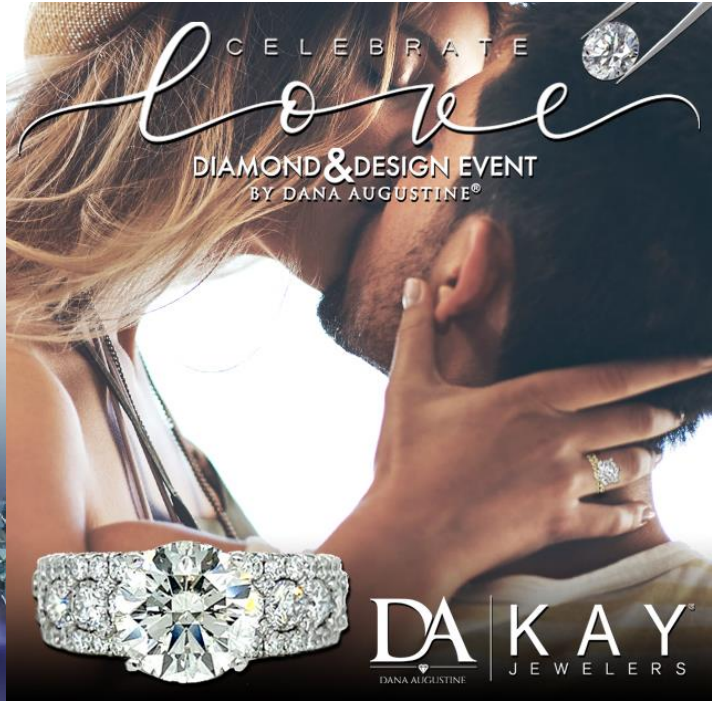
Set Individual Goals
by the
4 Main Categories
of the Event!
&
Then
Get 1 More



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Steps to a Successful Event – Dollar Method



- Your Goal - \$20,000.00
- Manager & AM take ½ the Event Total - \$10,000.00 / MGR \$5000 / AM \$5000
- Other Store Associates take the other \$10,000.00 / 4 associates = \$2500.00 ea.
- There's Your \$20,000.00
- Focus - Prepare – Participate - Follow-up with weekly- Track Progress



Steps to a Successful Event – Appointment Method

50% of the interested customers will commit to an appointment!

50% of the confirmed appointments will show!

8 to 1 / 8/4/2/1

It's all about the numbers, put them in your favor! 40 to 50 Solid!

\$20,000 store goal based on \$2000 average sales will take 10 !

Which means 40 solid appointments!

20 Show / 10 buy = Great Day!



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

*** 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

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DANA AUGUSTINE, INC.

TRANSFORMING
DREAMS
INTO TIMELESS

Design



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!



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 complements 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!





**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!



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!



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



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 / 1st 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!
- Brand at a Glance
- Special Request Procedures
- SPECIAL REQUEST LINK
- 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



RIGHT BEFORE
YOUR EYES

Steps to a Successful Event....

Use your resources to your advantage.

ONE DAY SHOW SCHEDULE

FINE JEWELRY MANUFACTURING SINCE 1981

Q Enter address or zipcode.

50 mi Filters

Kay Outlet

North Georgia Premium Outlets, 800 Hwy. 400 S, Dawsonville, GA, 30534, USA
(706) 216-1753

Event Name DANA AUGUSTINE EVENT

Event Date 04/10/24

10.81 miles away

Zales Outlet

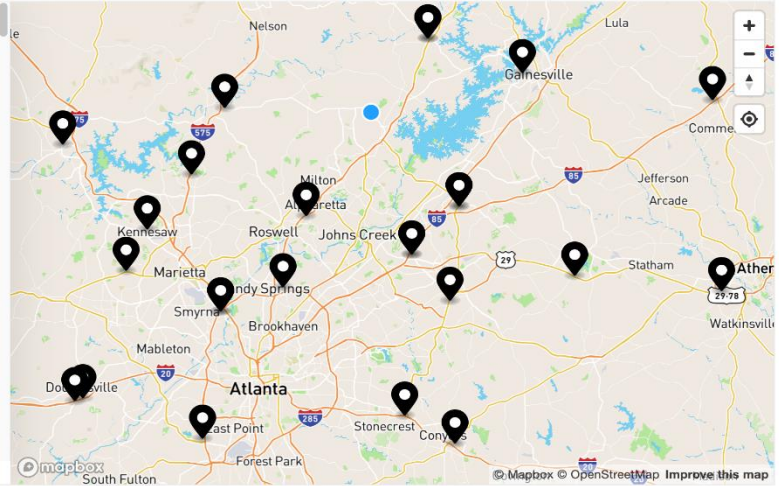
North Georgia Premium Outlets, 800 Hwy. 400 South Ste. 960, Dawsonville, GA, 30534, USA
(706) 216-7685

Event Name DANA AUGUSTINE EVENT

Event Date 11-Mar-24

10.81 miles away

Powered by StoreRocket



Steps to a Successful Event....

Use your resources to your advantage.



Home Resources Special Events

Event Schedules

[FY24 Schedule >](#)

Special Events and Planning Contacts

[Contact Information >](#)

Le Vian Material

[Le Vian SKU List >](#)

[Le Vian Event Reservation Form - Jared >](#)

Event Strategy

[Playbook\Timeline](#)

[Clientele](#)

[Policy](#)

[Vendor Tools](#)

[Frequently Asked Question \(FAQ\)](#)

[Event Tracking Forms](#)

[~~ShareVerse~~](#)

[Employee Social Media Network >](#)

Brilliant University

[Store Team Curriculum >](#)

[District Manager Playlist >](#)

Recent Activities

There is no recent activity.





Questions

DA



CELEBRATE

love



DA

DANA AUGUSTINE

Your purchase helps Dana Augustine, Inc.
support Jewelers for Children with a donation.

JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

