



SPECIAL EVENT TRAINING



CELEBRATE
Love

DIAMOND & DESIGN EVENT
BY DANA AUGUSTINE®



DA
DANA AUGUSTINE

KAY
JEWELERS

ZALES
THE DIAMOND STORE®

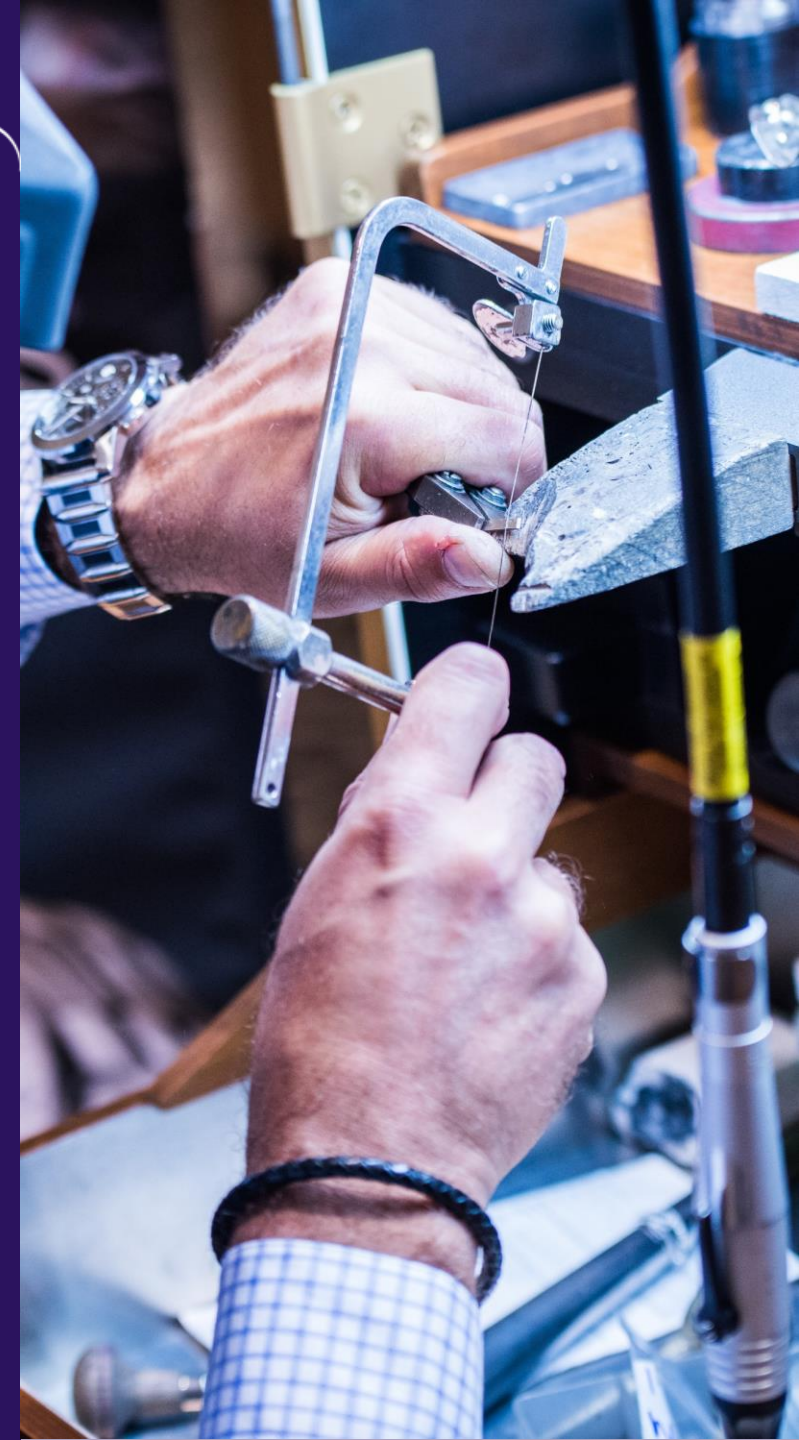


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The Right Stuff

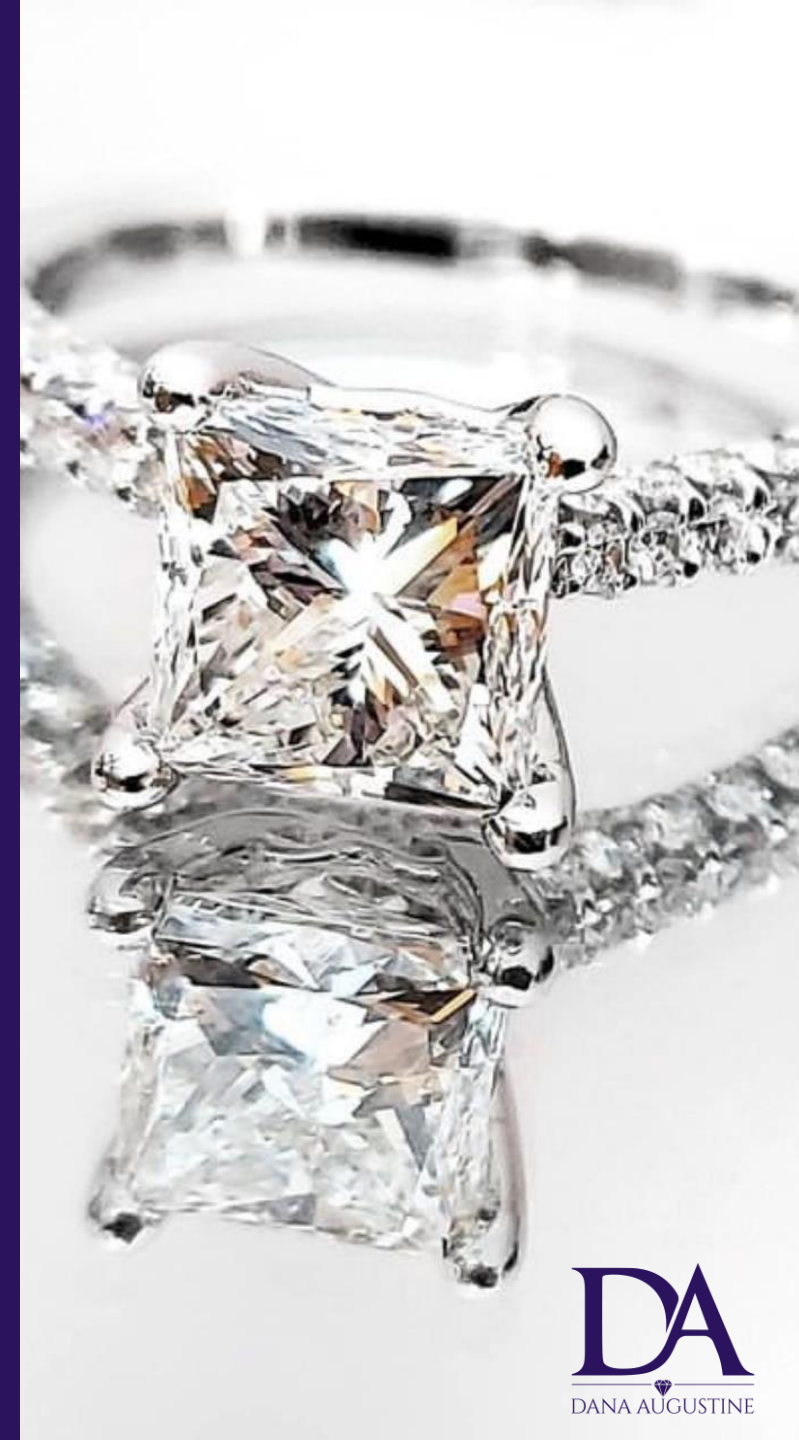
- ◆ 44 Years of Quality Service and Proven Success! Committed to Continuous Improvement!
- ◆ DAI Designs and Manufactures over 50% of our line. Made in America - This resonates with our core customers! Creating National Brand Recognition and Repeat Customers!
- ◆ Experienced Designers & Jewelers – The Excitement of the Experience ! The Vast Selection! The Service – All “Right Before Your Eyes”!
- ◆ Expert Office Support, Training ,After Sale Service - Special Orders & Special Requests!






The Right Stuff


- ❖ 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.



RIGHT BEFORE
YOUR EYES

 **THE CENTENNIAL
DIAMOND**
BY DANA AUGUSTINE®

BOLD...
BRILLIANT...
BEAUTIFUL...



DA
DANA AUGUSTINE

 **ARTEMIS
DIAMONDS**
BY DANA AUGUSTINE®

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TRANSFORMING
DREAMS
INTO TIMELESS

Design

DA
DANA AUGUSTINE

SWANA
PERFECTION of A STAR

CELEBRATE
love



SWANA

DA
DANA AUGUSTINE, INC.



 **ARTEMIS
DIAMONDS®**



DA

**SWANA
DIAMONDS**

— ✦ —

*Exclusively by
Dana Augustine*

DAI NATURAL DIAMOND HIGHLIGHTS

DAI BRANDED DIAMONDS

SIZE	QUALITY	SHAPE	CERT	AVG RETAIL
ARTEMIS				
.50 CT	DEF / II+	ROUND / FANCY	IGI / GIA	\$ 2,600.00
.75 CT	DEF / II+	ROUND / FANCY	IGI / GIA	\$ 4,700.00
1.00 CT	DEF / II+	ROUND / FANCY	IGI / GIA	\$ 9,300.00
1.50 CT	DEF / II+	ROUND / FANCY	IGI / GIA	\$ 20,900.00
CENTENNIAL				
.50 CT	GH+ / SI2+	ROUND / OVAL	IGI	\$ 3,200.00
.75 CT	GH+ / SI2+	ROUND / OVAL	IGI	\$ 5,200.00
1.00 CT	GH+ / SI2+	ROUND / OVAL	IGI	\$ 11,500.00
1.50 CT	GH+ / SI2+	ROUND / OVAL	IGI	\$ 20,400.00
SWANA				
.50 CT	GHI+ / SI2+	ROUND	IGI	\$ 3,800.00
.75 CT	GHI+ / SI2+	ROUND	IGI	\$ 5,700.00
1.00 CT	GHI+ / SI2+	ROUND	IGI	\$ 14,400.00
1.50 CT	GHI+ / SI2+	ROUND	IGI	\$ 27,100.00

OUR OTHER DIAMOND PROGRAMS

SIZE	QUALITY	SHAPE	CERT	AVG PRICE
SPECIAL VALUE				
.50 CT	GHIJ+ / I2+	ROUND	IGI	\$ 1,700.00
.75 CT	GHIJ+ / I2+	ROUND	IGI	\$ 2,500.00
1.00 CT	GHIJ+ / I2+	ROUND	IGI	\$ 4,800.00
1.50 CT	GHIJ+ / I2+	ROUND	IGI	\$ 9,100.00
2.00 CT	GHIJ+ / I2+	ROUND	IGI	\$ 14,400.00
TRIPLE EXCELLENT				
.50 CT	GHI+ / SI2+	ROUND	GIA	\$ 1,900.00
.75 CT	GHI+ / SI2+	ROUND	GIA	\$ 4,000.00
1.00 CT	GHI+ / SI2+	ROUND	GIA	\$ 8,000.00
1.50 CT	GHI+ / SI2+	ROUND	GIA	\$ 16,200.00
2.00 CT	GHI+ / SI2+	ROUND	GIA	\$ 28,100.00

SIGNET/DAI LAB GROWN PROGRAM

SIZE	QUALITY	SHAPE	RETAIL
1.00 CT	DEF / VSI+	ROUND & FANCY	\$1,599.99*
1.50 CT	DEF / VSI+	ROUND & FANCY	\$ 2,499.99*
2.00 CT	DEF / VSI+	ROUND & FANCY	\$ 3,499.99*
2.50 CT	DEF / VSI+	ROUND & FANCY	\$ 4,199.99*
3.00 CT	DEF / VSI+	ROUND & FANCY	\$ 4,499.99*

SHAPE	1.00	1.50	2.00	2.50	3.00
ROUND	4	4	4	2	2
OVAL	3	3	3	2	2
EMERALD	2	2	2	1	1
RADIANT	2	2	2	1	1
PEAR	1	1	1	1	1
PRINCESS	2	2	2	1	1
ELONGATED CUSHION	1	1	1	1	1
SQUARE CUSHION	1	1	1	1	1
MARQUISE *	1	1	1	0	0

* MQ ONLY AVAILABLE UP TO 2.00 CT

DIAMOND & DESIGN EVENT

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The Right Stuff

◆ 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!
- ◆ Lab Grown Diamonds – 1.00 ct. to 3.00 ct. – Rounds & Fancies
- ◆ 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 Magic of

**Participating in the
Selection Process**



**Working with
The Rep
and
Master Jeweler**



TRANSFORMING
DREAMS
INTO TIMELESS
Design
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The Magic of

**Participating in the
Selection Process**

DW .57cttw semi



Our guest's mar



**Working with
The Designer
and
Master Jeweler**

A4093 14ky gents ring



Grandpa's color stone &
Grandma's melee

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The Magic of

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What it Takes

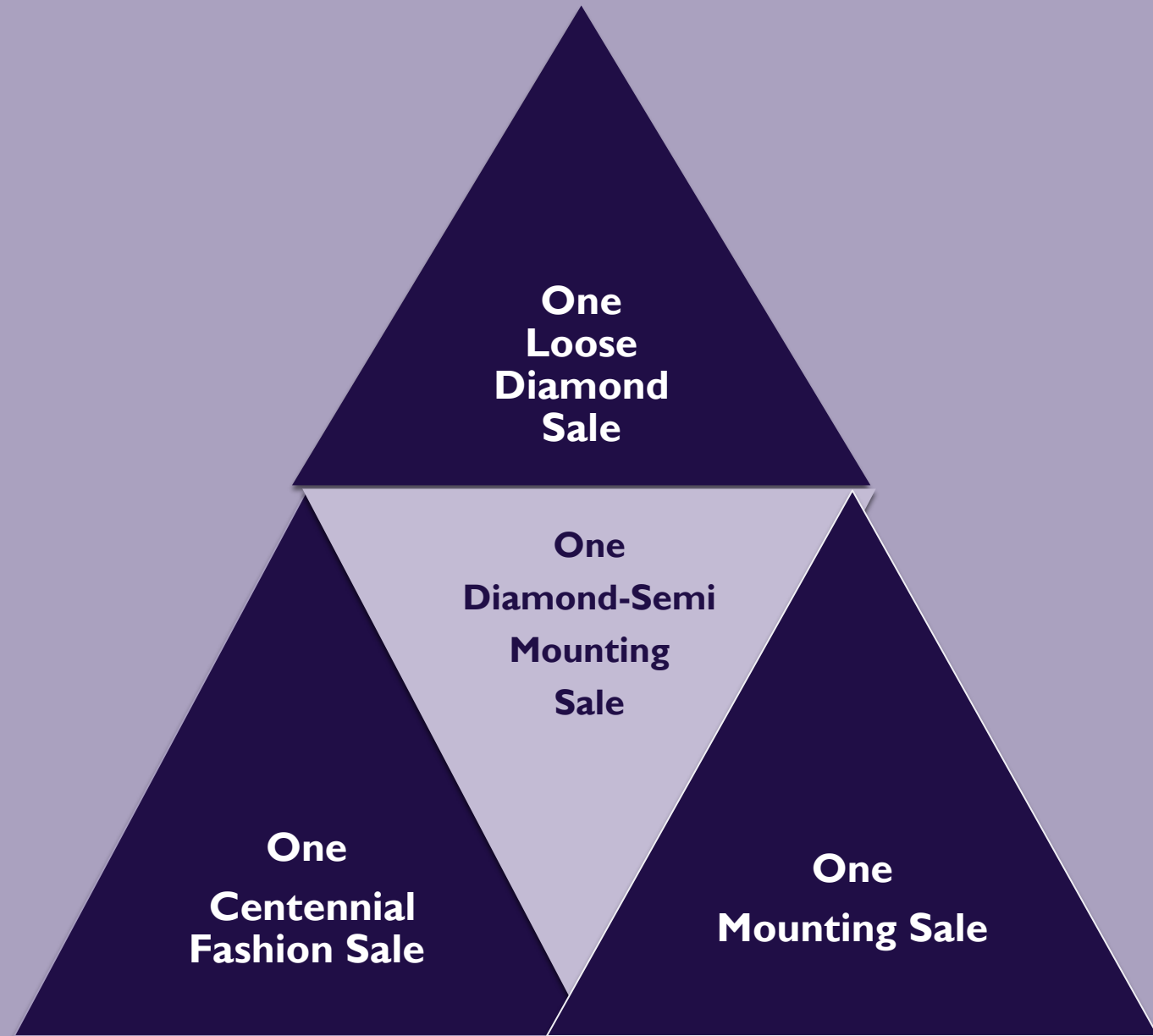
- ❖ Excitement
- ❖ Participate
- ❖ Have Fun
- ❖ Teamwork
- ❖ Make it Special
- ❖ Be an Encourager
- ❖ Get 1 More



Steps to a Successful Event

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

Total Team Participation



SPECIAL REQUEST



Dana Augustine
SPECIAL REQUEST LINK

- ◆ 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

KEYS TO SUCCESSFUL EVENTS



Keys to Successful Events

- ❖ Have you ever been to one of Our Dana Augustine Diamond & Design Events?
- ❖ Do you have any Jewelry you no longer wear? Focus on The Occasion or Memory of Item! An Opportunity to Create 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?



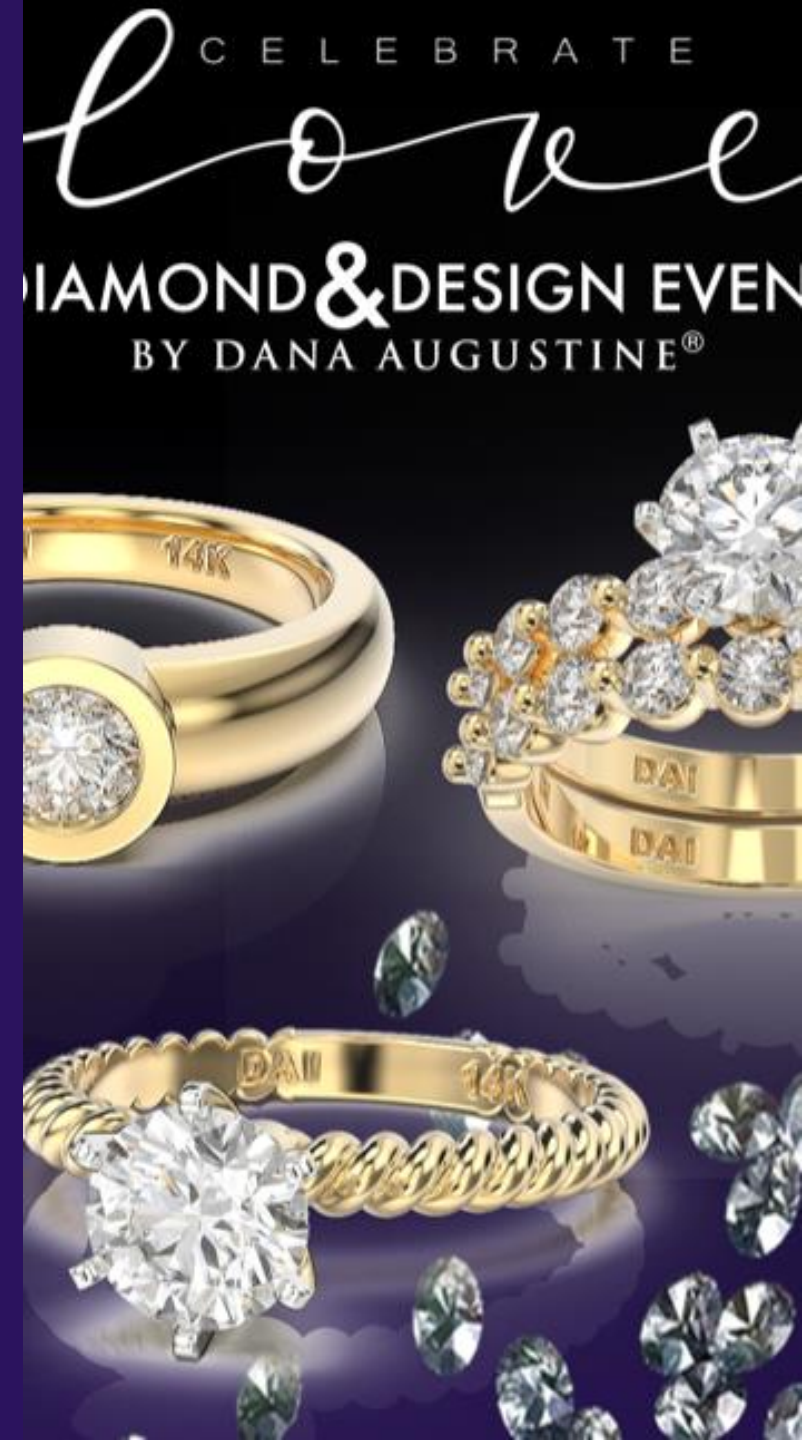
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STEPS TO A SUCCESSFUL EVENT

- ❖ 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 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!



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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!

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STEPS TO A SUCCESSFUL EVENT

- ❖ 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!





STEPS TO A SUCCESSFUL EVENT

- ❖ **Remember** – 1/2 aren't going to make it! Do you still have enough to make your day?
- ❖ **Keep getting 1 more appointment!**
- ❖ **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**



PROMOTING & MARKETING

INSTAGRAM



FACEBOOK



DAI WEBSITE



S-LINK ENABLED



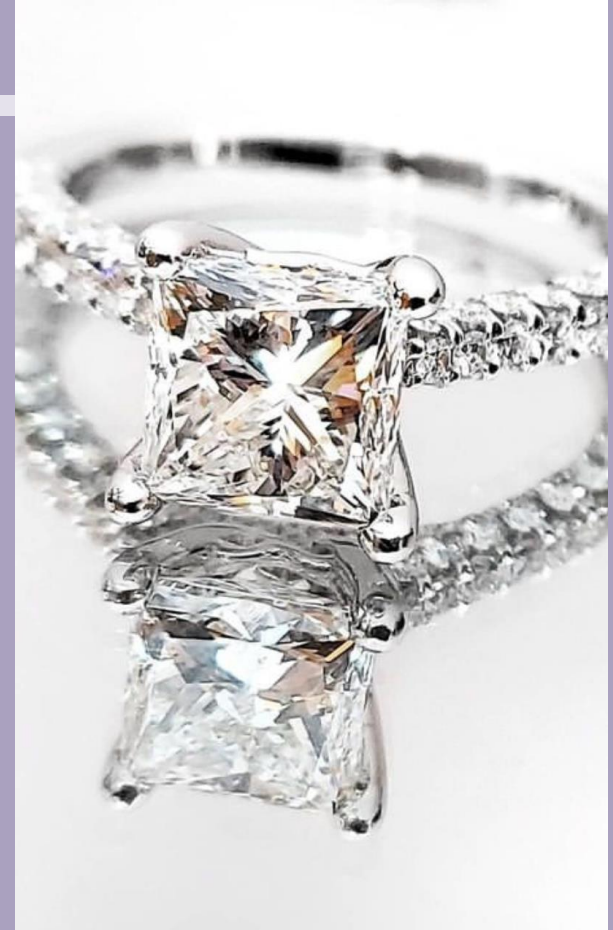
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TRANSFORMING
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Steps to a Successful Event....

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.**





K A Y[®]
J E W E L E R S

Z A L E S
T H E D I A M O N D S T O R E[®]

C E L E B R A T E
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EXCITING NEWS!

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[SPECIAL REQUEST LINK](#)

[Dana Augustine Training](#)

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[ARTEMIS Diamonds](#)

[LAB GROWN DIAMOND EVENT SELECTION](#)

[Appointment List](#)

[Store Manager Event Evaluation Form](#)

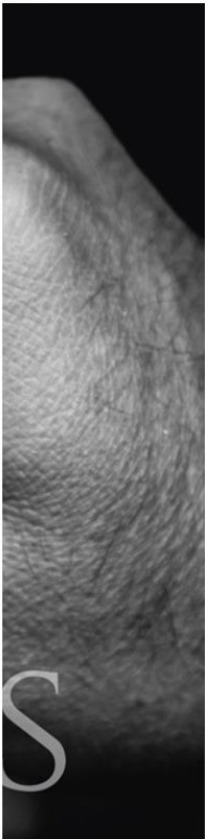
[DA Diamond Basic Inventory](#)

[DA Colored Gemstone Basic Inventory](#)

[Social Media](#)

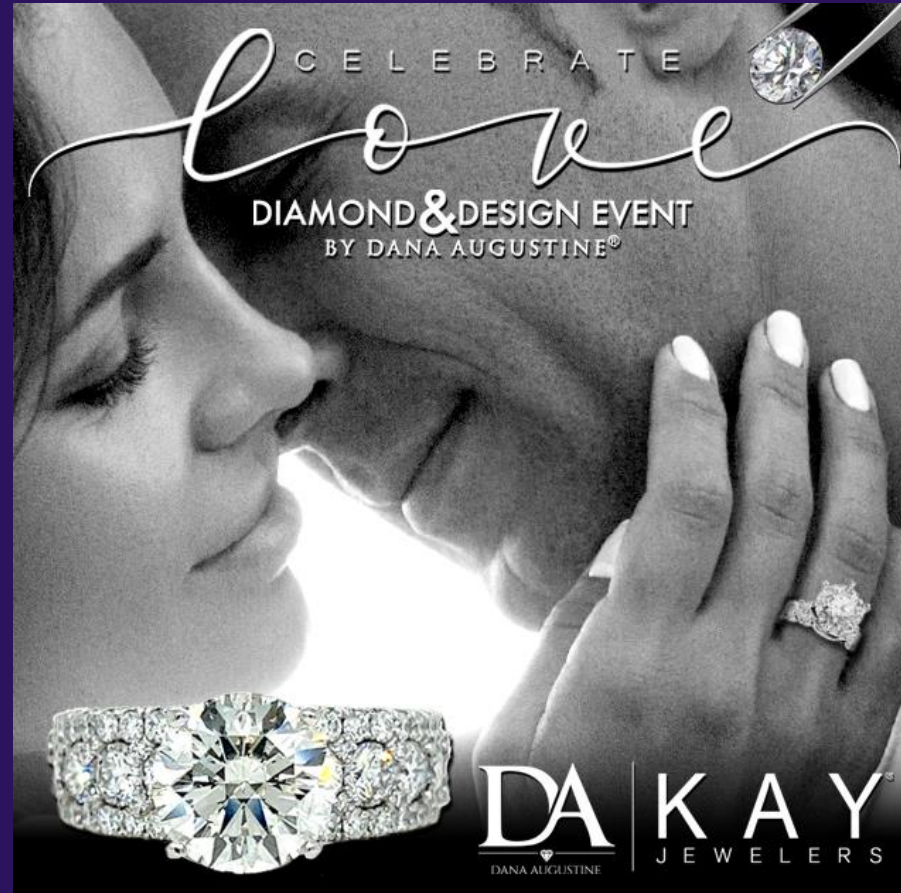
[Video Reels](#)

[Who to Contact](#)





Questions



C E L E B R A T E

Love



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

DA

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JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED



DA



DANA AUGUSTINE
DIAMONDS • SPECIAL EVENTS
FINE JEWELRY MANUFACTURING SINCE 1981

Thank You