



SPECIAL EVENT TRAINING



RIGHT BEFORE YOUR EYES

DA | KAY
DANA AUGUSTINE JEWELERS



CELEBRATE
love

DIAMOND & DESIGN EVENT
BY DANA AUGUSTINE®

The Right Stuff

- ◆ 45 Years of Quality Service and Proven Success! Committed to Continuous Improvement!
- ◆ DAI Designs and Manufactures over 60% 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.

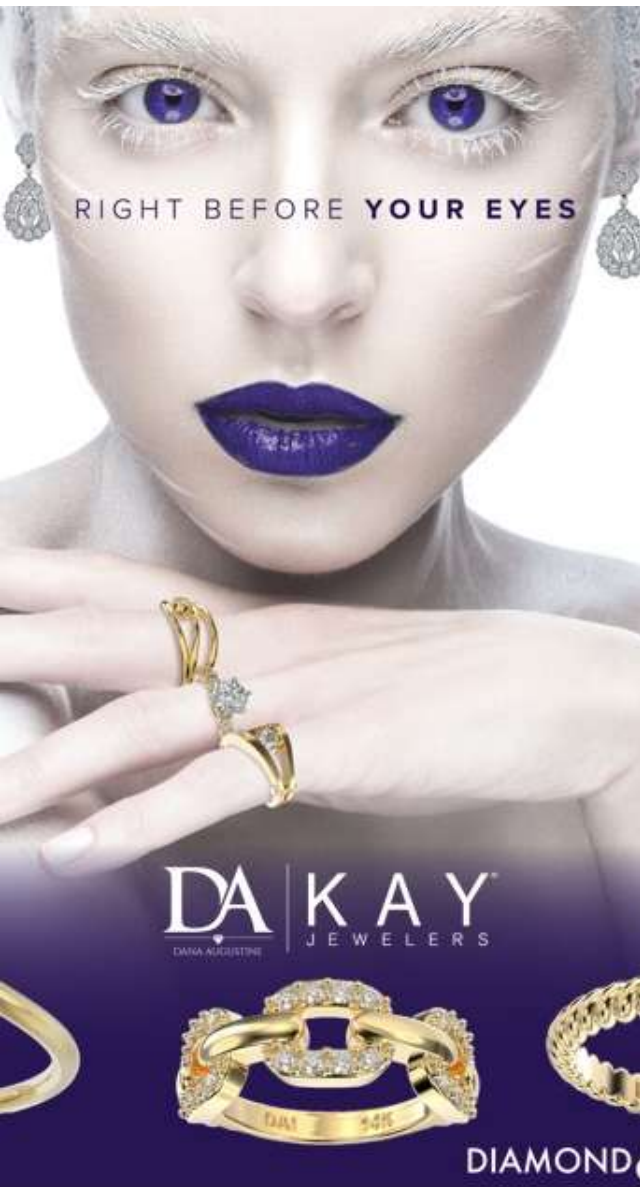




The Right Stuff

- ◆ 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 GIA & IGI Certified
 - ◆ 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!

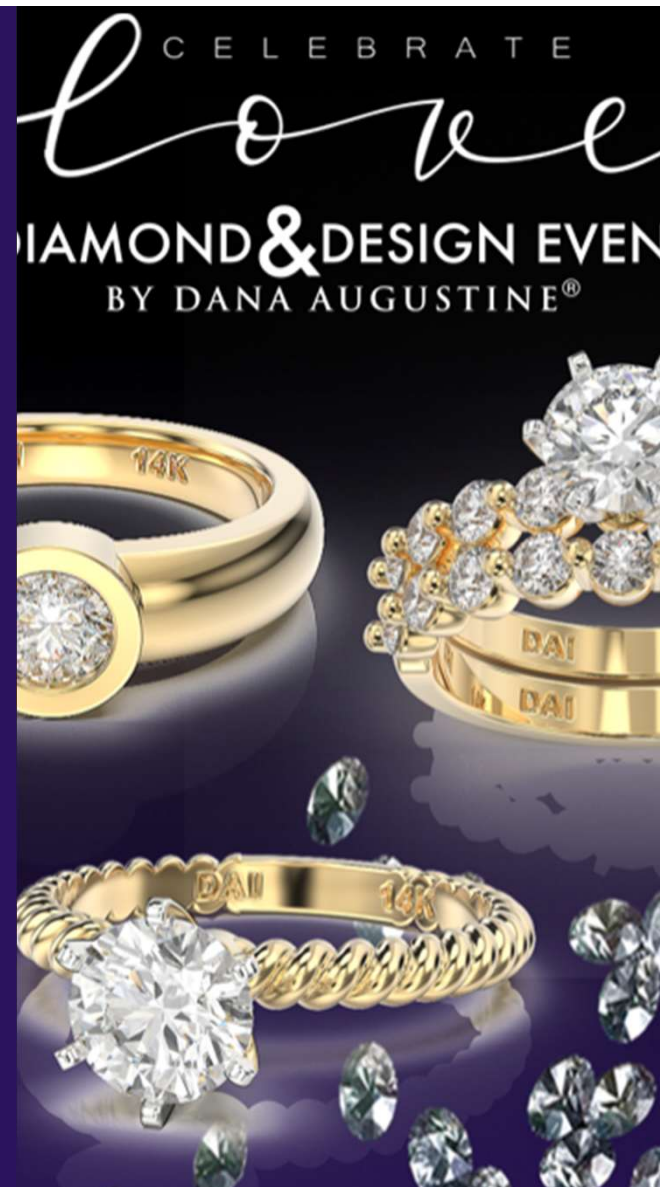




The Right Stuff

Prices

- ◆ Natural Diamonds from \$699.00 – Average sale \$3899.00
- ◆ Lab Created – From \$1599.00 to Average Sale - \$2899.00
- ◆ All 14kt. & 18kt. / Other Colors & Platinum Special Order
- ◆ Diamond Semi – From \$899.00 Average Sale - \$3699.99
- ◆ Ladies Plain – From \$699.00 Average Sale- \$1899.00
- ◆ Gents – From \$1599.00 – Average Sale \$4299.00
- ◆ ERG & Pend from \$99.00 Average \$499.00
- ◆ Line priced to receive if needed 10 % off at POS.



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

WHAT IS A QUALIFIED APPOINTMENT?

- ◆ A qualified appointment identifies the:
 - ◆ Type of merchandise
 - ◆ Semi mounting, pendant, earrings
 - ◆ Specific gemstone or diamond
 - ◆ Metal type and color
 - ◆ Style of merchandise
 - ◆ To complement existing jewelry, or
 - ◆ start a new collection
 - ◆ Price range and identified payment option, pre-approved when applicable
 - ◆ Trade-in value (if applicable) to determine additional amount to spend
 - ◆ Brand credit card, Lease Purchase Program, Affirm, bank card, PayPal, check, cash, wire transfer
 - ◆ Preferred contact method
 - ◆ Text, email, phone
 - ◆ Committed time to attend with follow-up outreach confirmation

WHAT IS A QUALIFIED APPOINTMENT?

- ❖ Communicating with your special event representative in weeks leading up to your event will lead to positive results and a stronger business relationship
- ❖ The best practice is to connect with your event representative eight weeks, six weeks, four weeks, and two weeks prior to your event date.
- ❖ Utilize this time to confirm special requests, product availability, virtual training opportunities and event logistics.

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Setting Goals

- ❖ **Plan – always beat your Special Event Plan**
- ❖ **Set Stretch Goal - \$20,000 + and go for it!!**
- ❖ **Break up the goal by team members**
- ❖ **Stay in contact with your DAI rep – 8,6,4,2**
- ❖ **Remember – Qualified appointments are key!**
- ❖ **Note – not all appoints will show**
- ❖ **Create a plan, using the 50/50/50 rule**
- ❖ **Keep working to get one more appointment**

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GOAL SETTING – Units & Target

Step
#1

- Set your goal at \$20K minimum (Adjust if event plan is higher)

Step
#2

- Use your average DAI retail price point (\$2,000 for first time events)

Step
#3

- Calculate the units needed to sell to hit your sales goal

Units	Avg. Unit Retail	Total
10	\$2,000	\$20,000

District Managers can use Tableau to provide the Average Retail Price for your store throughout the year!

GOAL SETTING – Team Members

Position	No. of Unit	Avg. Unit Retail	Responsible Volume \$	Appointments 50/50/50 Rule
Manager	1.5	\$2,000	\$3,000	6 - Appointments 3 - Attend 1.5 – Purchase
Assistant Manager	1.5	\$2,000	\$3,000	6 - Appointments 3- Attend 1.5 – Purchase
Jewelry Consultant 1	2	\$2,000	\$4,000	28 - Appointments 14 - Attend 7 – Purchase
Jewelry Consultant 2	2		\$4,000	
Jewelry Consultant 3	1		\$2,000	
Jewelry Consultant 4	1		\$2,000	
Jewelry Consultant 5	1		\$2,000	
Total	10		\$20,000	



What it Takes

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

RIGHT BEFORE **YOUR EYES**



DA
DANA AUGUSTINE, INC.



SWANA[®]
DIAMONDS

 CENTENNIAL
DIAMONDS

ARTEMIS[®]
DIAMONDS

EXCLUSIVELY BY DANA AUGUSTINE[®]

Steps to a Successful Event

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

Key: Total Team Participation



SPECIAL REQUESTS



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



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DA KAY
DANA AUGUSTINE | JEWELERS

A promotional image for a jewelry event. It features a woman's hands adorned with several diamond and gold rings, gently holding a man's face. A large, multi-stone diamond bracelet is prominently displayed at the bottom. The background is a soft blue with white snowflakes and bokeh light effects. Text is overlaid on the image, including the word 'CELEBRATE' in a sans-serif font, the word 'Love' in a large, elegant script font, and 'DIAMOND & DESIGN EVENT BY DANA AUGUSTINE®' in a smaller sans-serif font. At the bottom right, the 'DA KAY' logo is displayed in a large, bold, serif font, with 'DANA AUGUSTINE | JEWELERS' in a smaller font below it.

Conversation Starters

- ❖ 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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OUTREACH

- ◆ **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 to assist!

- ◆ **Your Mall/ Life-Style Centers**
 - ◆ Everywhere You Go / Social Media! Every Diamond Solitaire Customer Sold is an Opportunity for a Diamond Semi-mounting or Trade-in!



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ear You
ineInc.com

OUTREACH

- ◆ **Your Mall / Life-Style Centers**
 - ◆ Everywhere You Go
 - ◆ Social Media and Creatable!
 - ◆ Clienteling Scripts on SIGnet
 - ◆ Every diamond Solitaire Customer Sold is an Opportunity for a Diamond Semi-mounting or Trade-in!

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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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BEFORE YOUR EYES

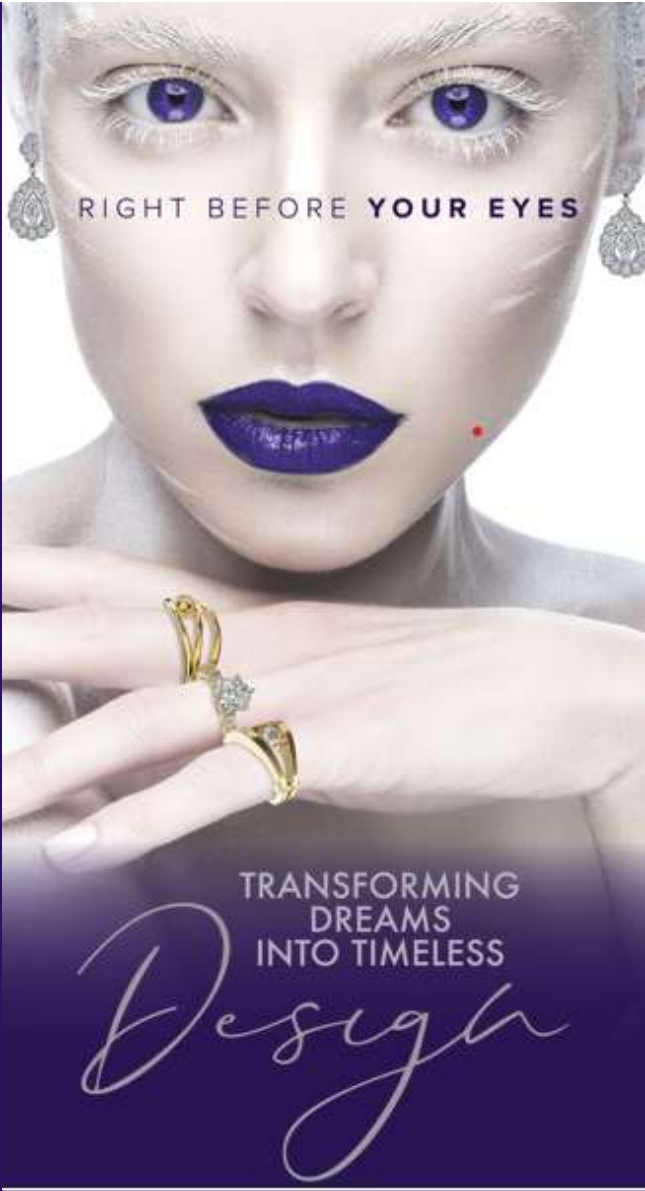


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STEPS TO A SUCCESSFUL EVENT

- ◆ 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!



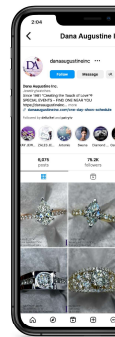
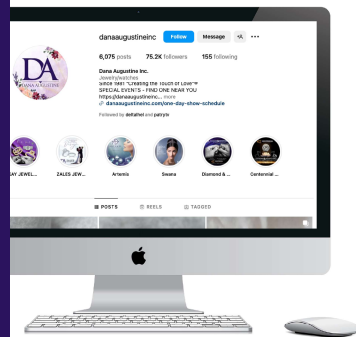
RIGHT BEFORE YOUR EYES

TRANSFORMING
DREAMS
INTO TIMELESS

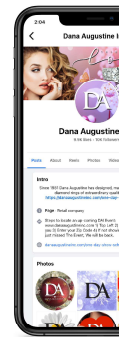
Design

PROMOTING & MARKETING

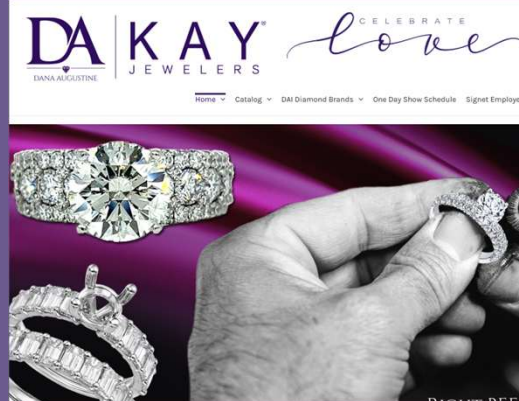
INSTAGRAM



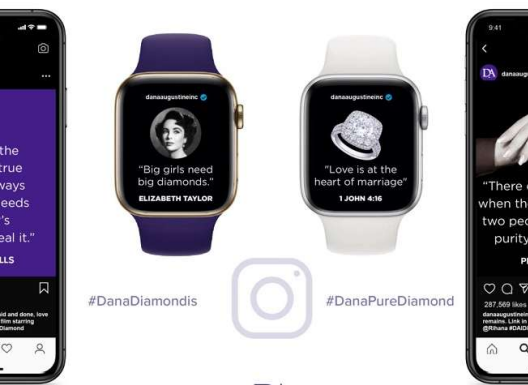
FACEBOOK



DAI WEBSITE



S-LINK
ENABLED

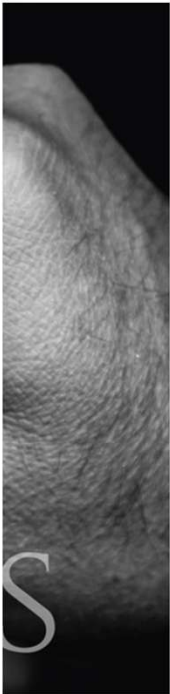


DAI STRATEGY DA POSTS (TESTIMONIAL)



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
- Who to Contact



Slide 22

AR1 Can we do a live demo of how to navigate the website, the importance of using the link on the SIGnet for the Signet Employee Info section. Would be a good area for Steve to review with the team. These are first time DAI locations and we want them to understand all of the tools available.

Ruffner, Allen, 2025-12-12T14:37:35.877

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Questions



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Thank You