

# DANA AUGUSTINE

## DIAMOND & DESIGN EVENT BY DANA AUGUSTINE®

### BRAND AT A GLANCE




- ◆ 45 years of partnering with KAY Jewelers doing our “Right Before Your Eyes” - Diamond & Design Events!
- ◆ We proudly manufacture, design 60% of our line here at our manufacturing and design center in Kennesaw, Ga.
- ◆ Experience the joy and Excitement working with your Designer and Master Jeweler during your event.
- ◆ \*DAI Jeweler on site during the Event!
- ◆ Vast Selection – Including Loose Diamonds, Lab Grown Diamonds, Diamond Semi-mounting, Plain mountings, Pendant and Earring mountings from Classic to Contemporary and featuring the latest design trends.

### KEY FEATURES

- ◆ All Dana Augustine mountings manufactured by DAI are available in 14kt White, Yellow and Rose Gold. Special Order 18kt. or Platinum.
- ◆ International Designer Collections are limited to event selection.
- ◆ **Centennial Fashion Collection**- A fun fashion forward collection of finished designs including Diamond bands, Earrings, Pendants, Bracelets and Fun Fashions!
- ◆ Exclusive Dana Augustine Branded Diamonds – **SWANA, MASTERCUT, ARTEMIS & The Centennial Diamond**,
- ◆ GIA Triple Excellent cut available from .50ct, to 2.00ct.
- ◆ DAI Special Value Diamonds rounding out the selection – from .25ct, .33ct, .50ct, .75ct, 1.00ct., 1.50ct, and 2.00ct.
- ◆ All Loose Diamonds over 1/3 Ct. are either GIA, IGI or GSI certified and laser inscribed.
- ◆ **Lab Grown Diamond Selection** available from 1.00ct. to 3.00ct IGI & GSI Certified and Laser Inscribed
- ◆ **Colored Gemstones** – Birthstones for each month along with the following lab-created birthstones in ruby, emerald, sapphire and alexandrite.
- ◆ **1 Year Limited Manufactures warranty!**
- ◆ Complete Repair Service on DAI mountings during warranty period – Most repairs are handled within a week to 10 days from receipt at Dana Augustine.
- ◆ **Special Requests** – Items limited to \$50,000.00 retail price.



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Groupings	Example Images	Characteristics
<p style="text-align: center;">SWANA® DIAMONDS * Exclusively by Dana Augustine®</p>		<ul style="list-style-type: none"> <li>◆ <b>SWANA®</b> – “Perfection of a Star” Our exclusive 89 faceted diamond with a stunning 8-pointed star in the heart and center of the diamond! Socially responsible and ethically sourced from Botswana.</li> <li>◆ <b>Giving Back</b> - A donation is made by DAI on the customer’s behalf to help sponsor the SOS Children’s Village in Gaborone, Botswana.</li> <li>◆ Minimum Quality Standards – SI2 – H</li> <li>◆ Dana Augustine exclusive in USA.</li> </ul>
	 <p style="text-align: center;">The incomparable beauty of a rose captured forever in a brilliant diamond</p> 	<p><b>Bold... Brilliant... Beautiful...</b> <b>The Centennial Diamond by Dana Augustine®</b></p> <ul style="list-style-type: none"> <li>◆ A stunningly unique diamond, inspired by the most desired flower on earth. The Centennial Diamond has been beautifully cut to reveal a distinct rose pattern inside the diamond.</li> <li>◆ Featuring a patented 100-facet cut, each diamond is handcrafted by the artisans at Leo Schachter to reveal an exquisite, immersive rose flower pattern in a burst of sublime brilliance</li> <li>◆ <b>Giving Back</b> – A donation is made by DAI on the customer’s behalf to Jewelers for Children.</li> <li>◆ Minimum Quality Standards – SI2 – H From 1/2ct to 1.50 ct</li> <li>◆ Available in Lab Grown from 1.00ct to 3.00ct</li> <li>◆ A Dana Augustine branded diamond.</li> </ul>
		<ul style="list-style-type: none"> <li>◆ <b>Artemis Diamonds®</b> – The Colorless Diamond for the one you Want, Need, Protect and Love... (D, E, F) Colorless Diamonds available in Round, Pear, Marquise, Oval, and Cushion. Available in sizes .50ct. 75ct. 1.00ct. 1.50ct.</li> <li>◆ <b>Socially Responsible / Giving Back</b> – DAI donates on the customer’s behalf to Jewelers for Children.</li> <li>◆ Minimum Quality Standards Round Brilliant Cut– I1- DEF Rounds</li> <li>◆ Minimum Quality Standards Fancy Shapes – SI2 – DEF</li> </ul>
<p style="text-align: center;">THE MASTERCUT DIAMOND</p>		<p><b>Incredible Beauty – Incredible Brilliance</b></p> <ul style="list-style-type: none"> <li>◆ Created by the master diamond artisans at Leo Schachter, who have been cutting the world’s most beautiful diamonds for four generations</li> <li>◆ <b>The MASTERCUT DIAMOND</b> – pushes the limits of brilliance and beauty.</li> <li>◆ It’s all in the Cut – The MASTERCUT DIAMOND has a unique patented cut that adds hundreds of micro-facets, reflecting more light and creating a diamond of breathtaking beauty and brilliance.</li> <li>◆ Giving Back- A donation is made by DAI on the customer’s behalf to Jewelers for Children</li> <li>◆ Minimum Quality Standards – SI2 - H</li> </ul>
<p style="text-align: center;">DANA AUGUSTINE LAB GROWN</p>		<p><b>DAI Lab Grown Diamonds – 1.00ct to 3.00ct</b></p> <ul style="list-style-type: none"> <li>◆ VS or higher Clarity</li> <li>◆ DEF Color</li> <li>◆ 52 Stone Selection</li> <li>◆ IGI &amp; GSI Certified and Laser Inscribed</li> <li>◆ Available in RD., OV., EC., RC., PS., PR., CU., ELCU., MQ.,</li> </ul>

<p>Dana Augustine Semi Mountings</p>		<ul style="list-style-type: none"> <li>◆ <b>DAI Mountings</b> – Select from a vast selection of settings designed, manufactured, and finished here at the Dana Augustine manufacturing and design center located in Kennesaw, Ga.</li> <li>◆ Traditional, Classic, Contemporary, and current designer trends are represented in the selection. Available mostly in 14kt. white, yellow, or rose</li> <li>◆ Price Includes the Head, Setting and Sizing for mountings \$5000.00 and up</li> <li>◆ Nominal fee added for stones 2.00ct plus in mountings under \$5000.00</li> <li>◆ Minimum Quality Standards on Semi – I1 GHI</li> </ul>
<p>Dana Augustine Seamless Collection</p>		<ul style="list-style-type: none"> <li>◆ <b>DAI Seamless Collection</b> - Our very finest collection in 18kt. Rare, limited, and exceptional. Available in 18kt white, yellow, and rose gold.</li> <li>◆ Highly specialized designed for specific size and shape diamonds! Matching our diamond programs from .50ct, .75ct, 1.00ct and 1.50ct.</li> <li>◆ Price includes head, set and sizing.</li> <li>◆ Minimum Quality Standards – SI2 - GHI</li> <li>◆ The size range is between 5 and 9. The ring at the show can be sized one size larger or one size smaller, beyond those parameters, item is special ordered.</li> </ul>
<p>Centennial Fashion Collection</p>		<ul style="list-style-type: none"> <li>◆ <b>Fun, Fashionable, Fantastic</b> – Looking to stack, layer, or simply add a one-of-a-kind piece!</li> <li>◆ Finished and Ready to Go! An exciting collection of Diamond bands, earrings, pendants, bracelets in 14kt white, yellow, and rose gold.</li> <li>◆ Special Orders Limited to Product Selection</li> </ul>

**MOTIVATIONAL & EMOTIONAL CONNECTIONS**



**“TRANSFORMING DREAMS INTO TIMELESS DESIGNS”®**

**ENHANCE YOUR SALES PRESENTATION**

Feature, benefit and check questions are a great way to obtain customer feedback. Using this tool will help guide the sale to a more successful conclusion. The feature is a fact about the merchandise that makes it unique. Follow the feature with a benefit, which tells the customer what that feature means to him or her. Finally, by asking a check question you can determine if that feature is important.

With a training friend, complete the chart below by reviewing the features and filling in the benefits and check questions. Refer to the completed feature, benefit and check question example for assistance.

FEATURE	BENEFIT	CHECK QUESTION
“While you Watch”	Peace of Mind	Isn’t nice to know you can sit beside our jeweler and watch your diamond be set right before your eyes?
Vast selection of products manufactured, designed, and finished at the Dana Augustine design center located in Kennesaw, Ga.	Support of Local Economies	Leave the remainder Check questions blank.

### APPLICATION

Now that you have the knowledge to successfully present \_\_\_\_\_, it is time to put it all together in skill practice.

Practice the following with a training buddy:

- ❖ Choose 1-2 \_\_\_\_\_ styles.
- ❖ Complete a sales presentation with each team member taking turns playing the role of a customer.
- ❖ Be sure to:
  - ❖ Engage the customer in a way that makes them feel welcome and builds trust.
  - ❖ Discover his/her needs by asking questions and listening to their responses.
  - ❖ Continue building trust with the customer by responding to his/her emotional needs.
  - ❖ Introduce \_\_\_\_\_ and explain \_\_\_\_\_
  - ❖ Include features, benefit and check questions when presenting the collection.
  - ❖ Deliver an exceptional experience by providing additional information and overcoming objections.

Debrief the presentation by asking:

- ❖ “What went well?”
- ❖ “What might you do differently?”
- ❖ “How will you incorporate what you learned today when presenting \_\_\_\_\_?”

### TALKING POINTS

When collecting customer information, it is important to determine how they prefer to be contacted – phone or email. The following information may be incorporated when calling or emailing your customers to let them know about \_\_\_\_:

Dana Augustine has been working with our stores for over 45 years!

60 % of Dana’s mountings are designed and manufactured at Dana Augustine in the USA!

Exclusive Diamonds – Like SWANA are only available during our Dana Augustine Event!

Come experience the excitement and fun of selecting from our vast selection and then the magic of getting to watch your diamond or gemstone be set “Right Before Your Eyes”®!

### ADDITIONAL INFORMATION KAY

<b>ESP</b>	Eligible
<b>JRP</b>	Eligible
<b>Diamond &amp; Gemstone Guarantee</b>	Eligible
<b>Special Orders</b>	Dana Augustine USA product takes 6 to 8 weeks from receipt of special order International Collection manufactured for Dana Augustine takes 10 to 12 weeks from receipt of order. *Must follow Signet Special Guidelines & Policy Providing SO#
<b>Repairs</b>	<b><u>During the Dana Augustine one-year warranty period send items to:</u></b> <b>Note:</b> use work code 4140. Do not add other work codes to the repair setup. DAI Repairs - Dana Augustine, Inc. 300 Chastain Center Blvd. Suite 315. Kennesaw, GA. 30144 Attn: Service <ul style="list-style-type: none"> <li>• Most repairs will be completed in 1 week to 10 days of receipt of repair at DAI.</li> <li>• Only Dana Augustine merchandise can be shipped for repair to this vendor.</li> </ul> <b><u>After Dana Augustine one-year warranty period send to:</u></b> Assigned DSC (use work codes as normal)
<b>Product Care</b>	Cleaning and checking of DAI fine jewelry provided at events and in-store visits
<b>danaugustineinc.com</b>	Available in store link