



SPECIAL EVENT TRAINING



RIGHT BEFORE **YOUR EYES**

DA | **KAY**[®]
DANA AUGUSTINE | JEWELERS



THE
MASTERCUT
DIAMOND

SWANA[®]
DIAMONDS

CENTENNIAL
DIAMONDS

ARTEMIS
DIAMONDS

EXCLUSIVELY BY
DANA AUGUSTINE[®]

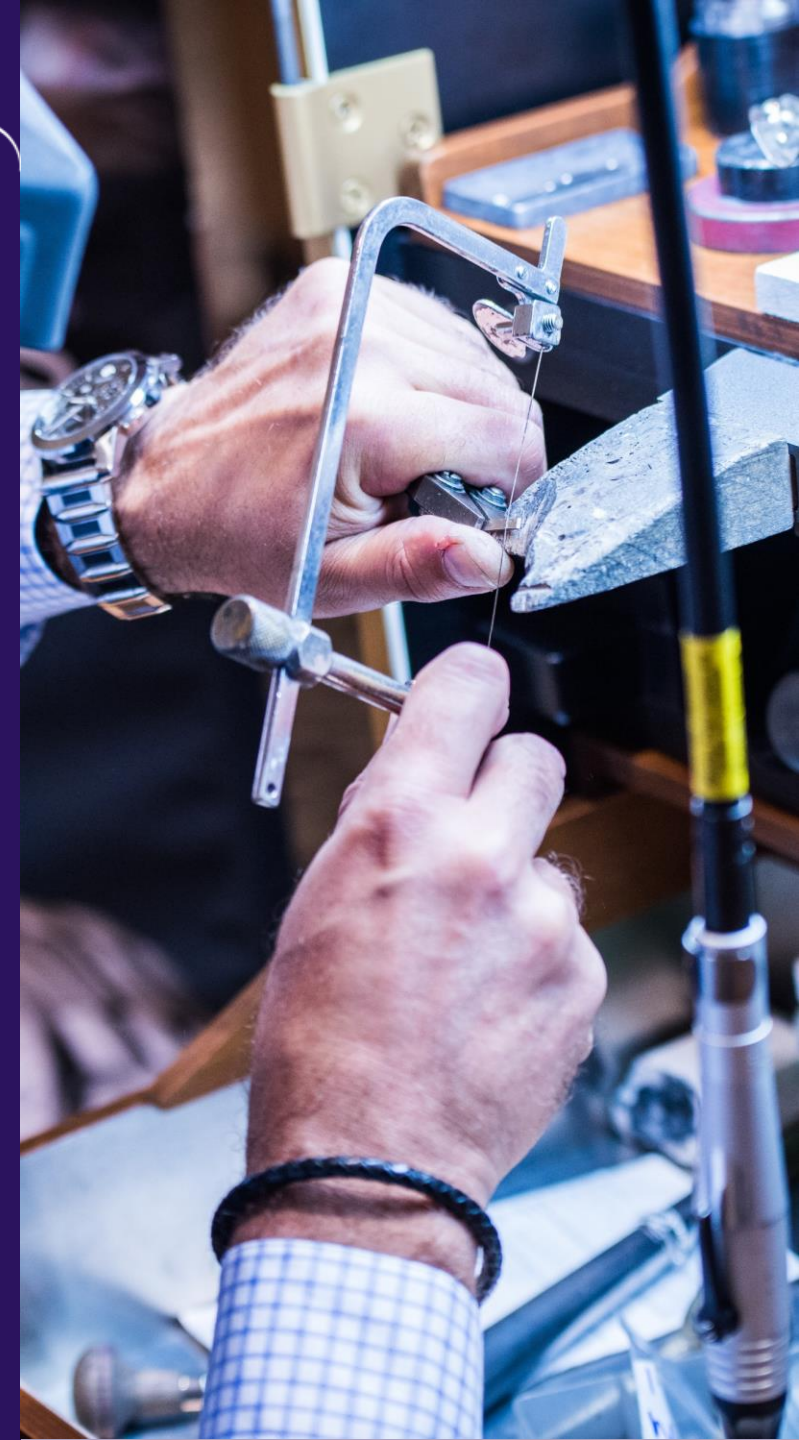


CELEBRATE
love

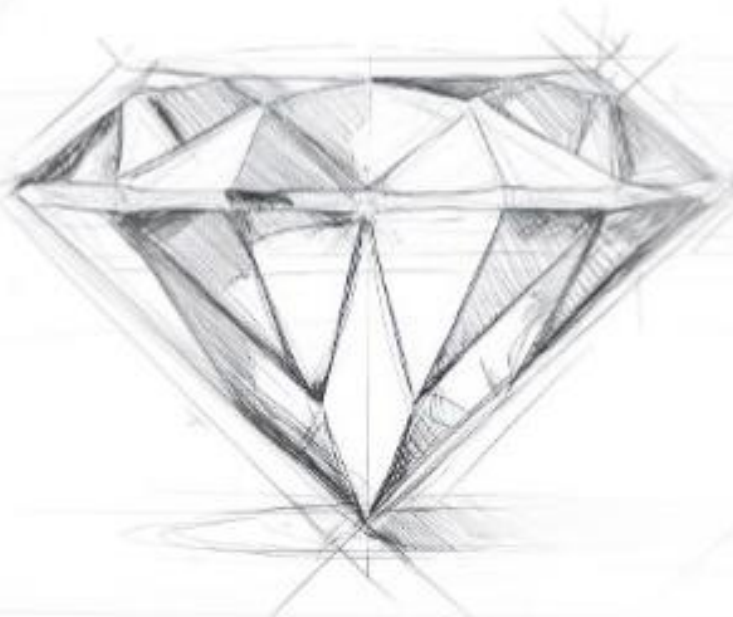
DIAMOND & DESIGN EVENT BY DANA AUGUSTINE®

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 MASTERCUT DIAMOND



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 & GSI 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 MASTERCUT Diamond”** – Created for Dana Augustine by the master artisans at Leo Schachter. The MASTERCUT Diamond has a unique, patented cut that adds hundreds of micro-facets, reflecting more light a creating a diamond of breathtaking beauty and brilliance.
- ◆ **The Centennial Diamond** – has been beautifully cut to reveal a distinct rose pattern inside the diamond. Featuring a patented 100-facet cut, each diamond is hand-crafted by Leo Schachter to reveal an exquisite, immersive rose flower pattern in a burst of sublime brilliance.
- ◆ **“Artemis”** –The Colorless Diamond for the One You Want...Need...Protect...Love... Artemis Diamonds - Available in RD, OV, PS, MQ, CU.

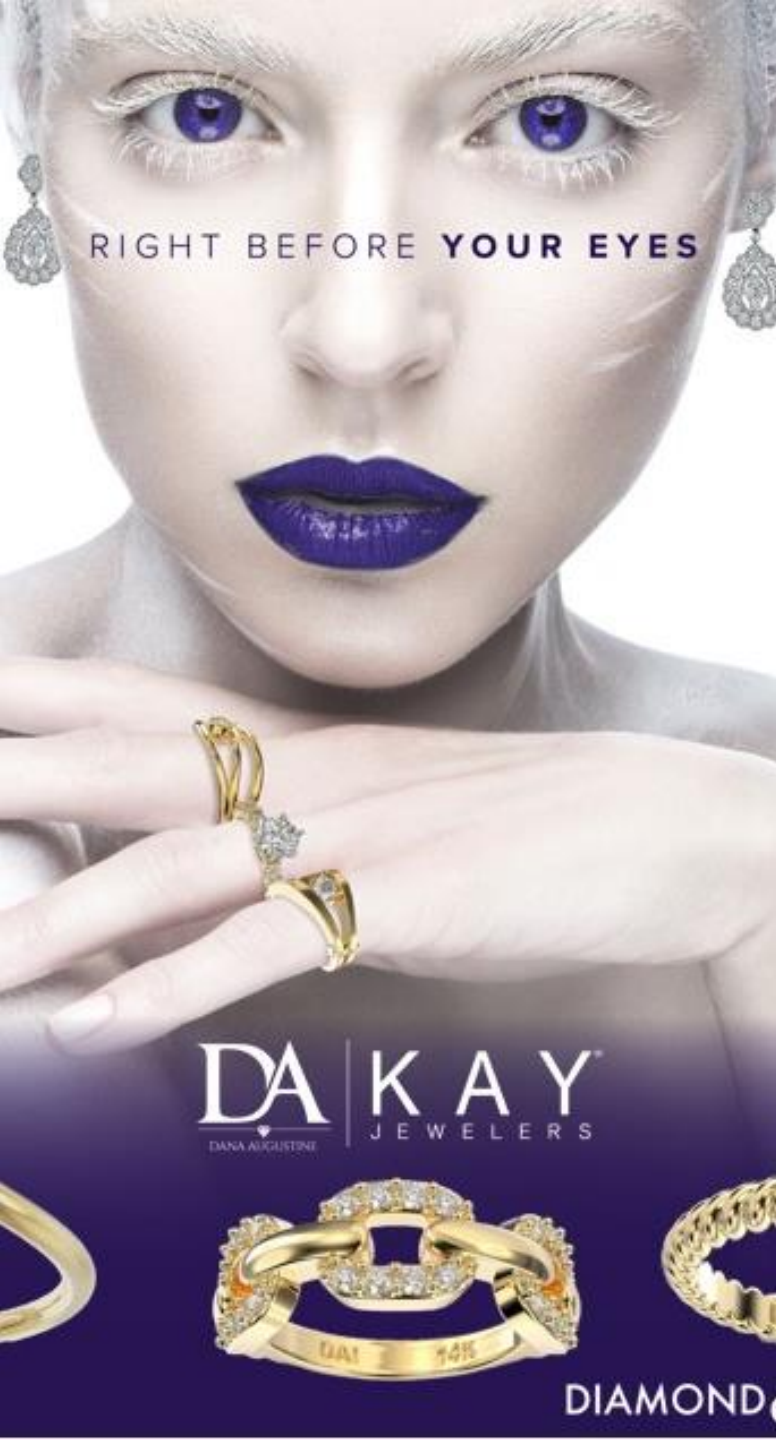




The Right Stuff

- ◆ Selection also includes
 - ◆ GIA Triple Excellent - .50ct., .75ct., 1.00ct., 1.50ct.
 - ◆ 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!

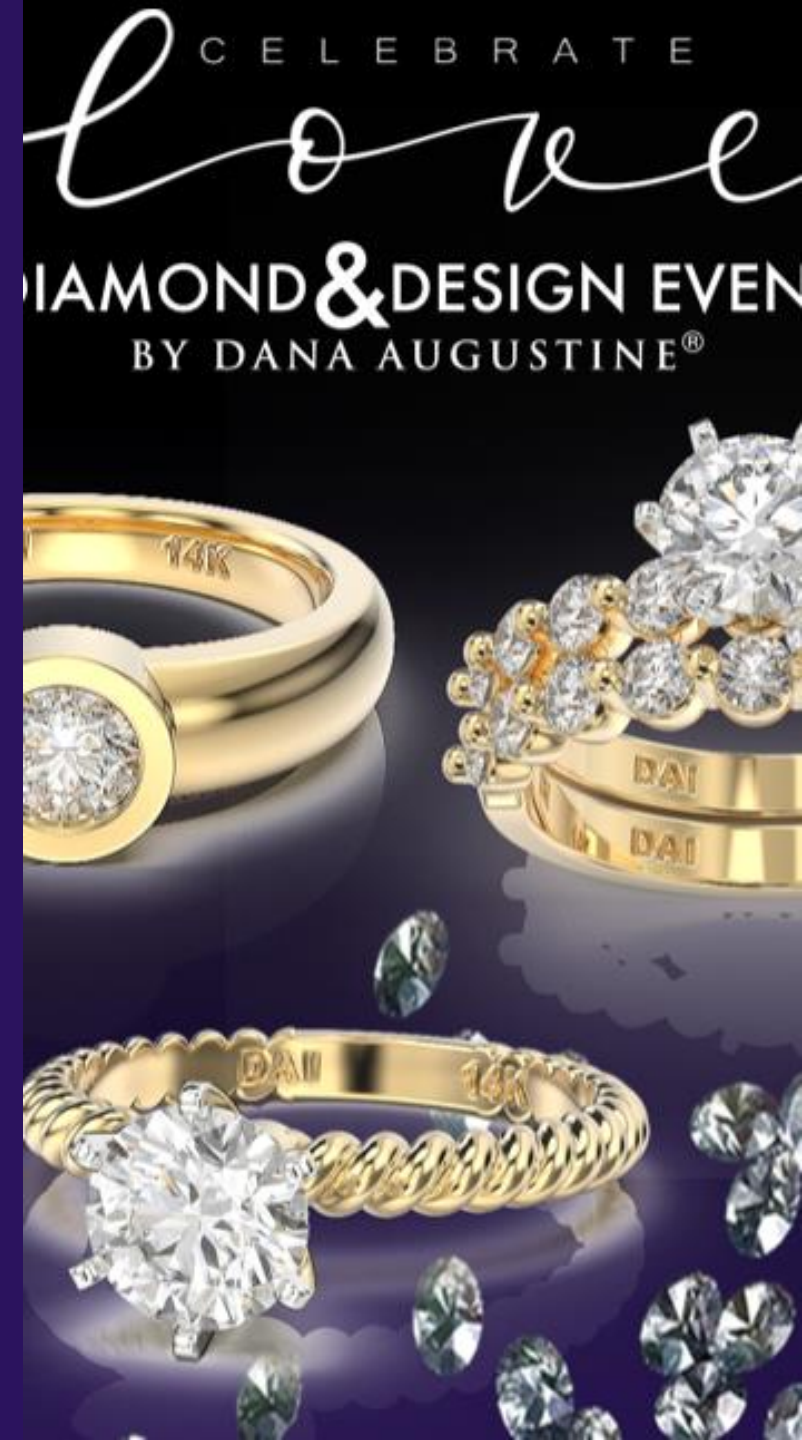




The Right Stuff

◆ Prices

- ◆ Natural Diamonds from \$699.00 – Average sale \$3899.00
- ◆ Lab Created – From \$1599.00 to \$4499.00 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 it Takes

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

RIGHT BEFORE **YOUR EYES**



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DANA AUGUSTINE, INC.



SWANA®
DIAMONDS

CENTENNIAL
DIAMONDS

ARTEMIS
DIAMONDS

EXCLUSIVELY BY DANA AUGUSTINE®



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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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.

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	

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





DIAMOND & DESIGN EVENT
BY DANA AUGUSTINE®

Dana Augustine
Brilliant Performance Awards
Awarded For
Dept 9 Sales
of
\$20,000.00 +



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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BY DANA AUGUSTINE®

DA KAY
DANA AUGUSTINE | JEWELERS

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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BY DANA AUGUSTINE®

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BY DANA AUGUSTINE®



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



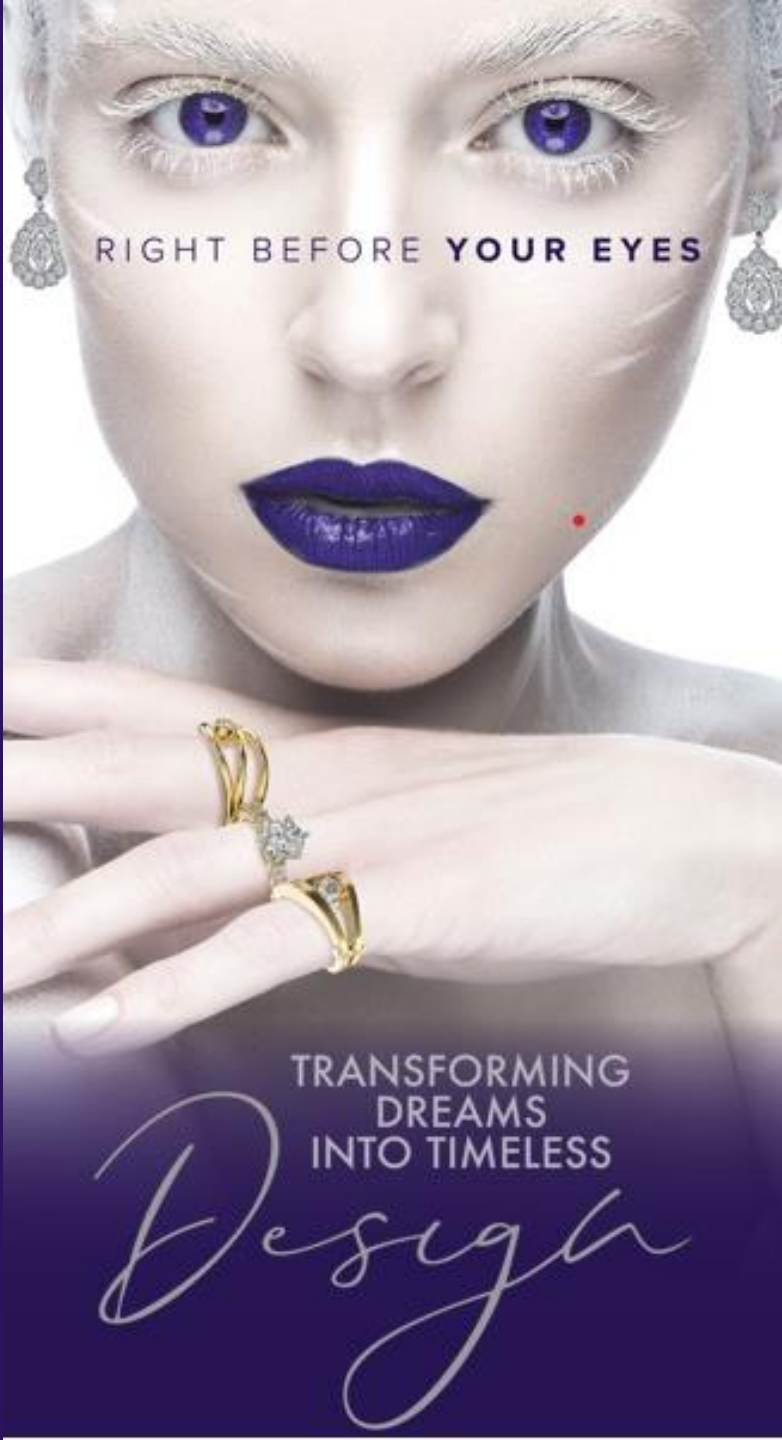
DIAMOND & DESIGN EVENT
BY DANA AUGUSTINE®



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!

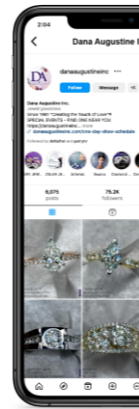
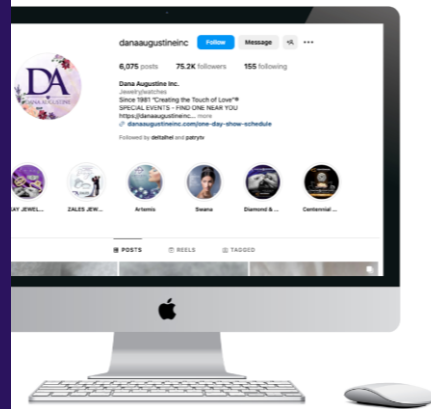


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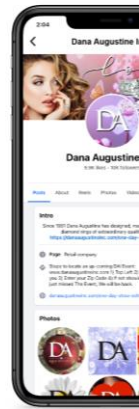
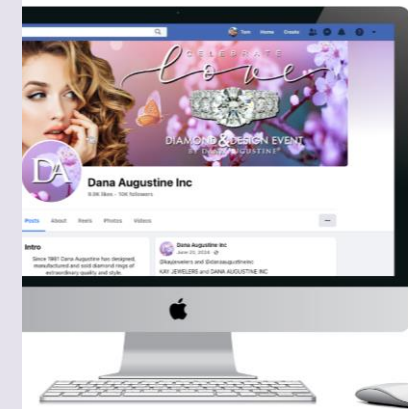
TRANSFORMING
DREAMS
INTO TIMELESS
Design

PROMOTING & MARKETING

INSTAGRAM



FACEBOOK



DAI WEBSITE



S-LINK
ENABLED





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

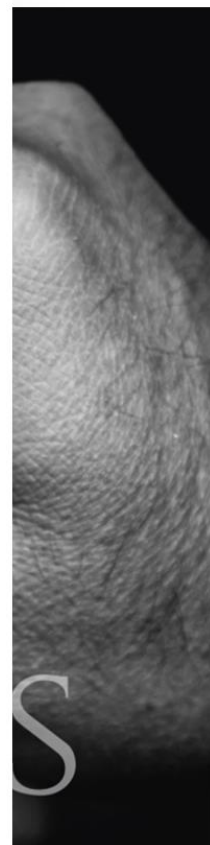
DA Diamond Basic Inventory

DA Colored Gemstone Basic Inventory

Social Media

Video Reels

Who to Contact



MOND & DESIGN EV
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INE
ENTS
SINCE 1981

FOR JEWELRY

Questions



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Thank You