



The First Step



The Diamond Course



Diamond Council of America © 2015

The First Step

In This Lesson:

- A Step Toward Success
- Diamond Retailing Today
- How This Course Works
- Start Learning Now!

A STEP TOWARD SUCCESS

Welcome to The Diamond Course! By making the commitment to take this course, you're taking an important step in your career. You're going to increase your knowledge, build your confidence, and gain the skills you need to sell diamonds and diamond jewelry professionally and effectively.

This course is presented by the Diamond Council of America (DCA). The Diamond Council was established in 1944 to educate jewelry sales professionals about diamonds and other gems. Its members include some of the industry's leading firms and individuals. Your store is among them, and now you can be, too.

Education is the Diamond Council's top priority because knowledge, skills, and ethics are absolutely essential to professional success in our industry. This course and its companion, The Colored Gemstone Course, reflect DCA's commitment to affordable, premium quality education.

Regardless of where you work in the diamond industry, the learning experience you're beginning can be a giant step toward your success.



Most Americans want to own a diamond or to give diamond jewelry to someone they love.

Cover photo courtesy Doug Rosa.

THE DCA'S MISSION STATEMENT

The mission of the Diamond Council of America is to provide quality, affordable distance education to enhance the ability of our members' associates to sell fine jewelry with expertise, integrity, and professionalism and to fuel the passion of those looking to learn about our industry.

DIAMOND RETAILING TODAY

Diamond retailing today is a dynamic profession that involves both long-term trends and fast-changing conditions. On one hand, diamonds are part of modern American culture. Most Americans want to own a diamond or to give diamond jewelry to someone they love. Wearing a diamond gives a kind of satisfaction that's hard to match. Giving a diamond is among the ultimate gestures of love and commitment.

At the same time, fine diamond jewelry represents a significant investment for most people. And while consumers now have access to lots of information concerning diamonds, buying a diamond is still most often a “blind” purchase – one the customer knows little or nothing about.

For many consumers, the sources of diamond information include family members, friends, and coworkers. Television, newspapers, and magazines also contribute. The Internet is another important info source. A search for “diamond” on the World Wide Web can easily call up several million hits. As a result, today's diamond customers have plenty of facts. They may not understand what those facts really mean, however, so they need help and guidance from an informed sales professional. Even more, they need to trust the help and guidance they receive.

Although diamonds are occasionally bought on impulse, they're more often pre-sold to a certain extent. In other words, most people who come into your store to look at diamonds already plan to buy one. They've thought about it for awhile, and they've decided to make a purchase. Their remaining questions may boil down to: “Which diamond?” and “From whom?”

Diamond retailing is a dynamic profession involving long-term trends and fast changing conditions.



Many consumers visit several stores before they actually buy. Consequently, if you hope to make the sale, you must convince these potential customers that you're a knowledgeable and ethical professional, and that you represent a trustworthy firm. Otherwise, you may be one of the people they just talk to before they go somewhere else to buy.

To overcome this hurdle, it's essential to:

- Know your products thoroughly.
- Present those products accurately and effectively.
- Identify and respond to customers' needs and desires.
- Exceed your customers' expectations with every interaction.

Giving a diamond
is among the ultimate
gestures of
love and commitment.



Most people who come into your store to look at diamonds plan to buy one. The only remaining question is, "Where?"

When you've completed this course, you'll have a solid foundation in all of these essentials. That's just the beginning, though. The diamond industry is changing very, very quickly these days. You'll learn things in this course that were unimagined and unheard of only a few years ago. More important, you'll gain a framework of understanding that will enable you to keep learning. This means you can be ready for any changes or challenges the future brings.

HOW THIS COURSE WORKS

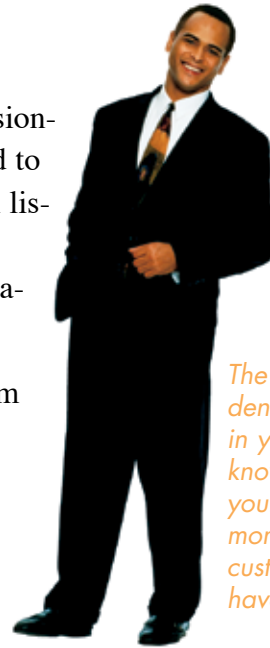
This course was developed especially for retail jewelry sales professionals and others who support their efforts in the industry, and it's designed to suit various adult learning styles. It combines reading and thinking with listening and talking, observing and examining, acting and doing. It will require you to apply what you learn to the specifics of your store's operations, the merchandise you have to offer, and the customers you serve.

Understanding how the course works will help you get the most from the time and energy you put into the education process.

Choice of Formats

The Diamond Course is available in two different formats: in print and online. The print version came in the package of course materials you received after enrolling. DCA's website – www.diamondcouncil.org – has the online version.

You can take the course either way you choose. The two versions are exactly the same.



The more confidence you have in yourself, your knowledge, and your skill, the more confidence customers will have in you.

Course Objectives

After you have successfully completed this course, you will be able to:

- Present the 4Cs of diamond value to whatever extent a customer needs in order to make an informed and confident purchase decision.
- Share added background information to help customers appreciate diamond's unique nature and full value.
- Describe diamond jewelry in terms of its form, function, and style, as well as its quality, workmanship, and value.
- Discuss karat gold and platinum, the metals from which most diamond jewelry is made.
- Present or answer questions about treated diamonds, lab-created diamonds, and diamond simulants.
- Follow FTC guidelines and store policy on representation and disclosure for diamonds and diamond jewelry.

- Establish or build on a foundation for professionalism in the jewelry industry
- Sell diamonds and diamond jewelry while creating satisfying experiences for customers and building long-term relationships with them.
- Do your part in providing additional store services such as repair and appraisal.
- Display diamond jewelry in a way that maximizes its appeal and reinforces your store's marketing approach.
- Clean and care for diamonds and diamond jewelry in the store, and teach customers to do the same for diamond jewelry they own or purchase.
- Fulfill your responsibilities in safeguarding the store's customers, staff, and resources.



You'll be surprised at how much you can accomplish through your efforts in the course.

If you hope to make the sale,
you must convince potential
customers that you're a knowledgeable
and ethical professional,
and that you represent a trustworthy firm.

That may sound like a lot, and it is! You'll be surprised, however, at how much you can accomplish through this course, your own efforts, and the support of your team. When you start seeing results – and that will be right away – you'll feel truly motivated. Learning even more will become easy and enjoyable.

Course Organization

The upcoming lessons are divided into three sections that reflect the priorities and job responsibilities of jewelry sales professionals:

- **Section I “Need to Know”** (Lessons 2 through 8) - Fundamental product knowledge that you’ll use in most of your sales presentations, and that customers need in order to make informed purchase decisions. This section covers the 4Cs and diamond jewelry. It also includes diamond treatments, lab-created diamonds, and simulants, because every jewelry professional today must know about these.



The first part of the course covers what you need to know about diamond quality and identity.



The second part of the course gives you useful background information.

- **Section II “Nice to Know”** (Lessons 9 through 14) – Background information that will boost your confidence and enthusiasm, help you build appreciation for your products, and supply answers to questions knowledgeable customers ask. This section follows the story of diamonds from formation to the sales counter, and ends with a look at diamond’s special mystique.

- **Section III “Professional Skills”** (Lessons 15 through 21) – Guidelines for successful selling and for functioning as a member of your store’s team. This section covers professional development, caring for diamonds and diamond jewelry, the selling process, use of selling tools, customer service, product display, and security.

At the end of the course there’s a final review (Lesson 22) that will help you prepare for the Final Examination.



The third part of the course helps you build valuable professional skills

Lesson Components

Most lessons have eight distinct components that are designed to create a complete and personalized learning experience.

- **In This Lesson** – Provides an initial snapshot of what’s in the lesson. It will give you a good overview of the information that’s coming.
- **Introduction** – Sets the stage by identifying the main lesson topic, highlighting its importance, and providing general context.
- **Lesson Objectives** – Lists the knowledge and skills you’ll gain by completing the lesson and follow-up exercises.
- **Main Text** – Presents the lesson’s core content.
- **Sidebars** – Contain information that expands or supports the lesson discussion. Sidebars are printed on a colored background to set them off from the Main Text.
- **Recap of Key Points** – Summarizes important ideas and facts from the lesson.
- **Lesson Follow-Up Checklist** – Directs additional steps to help you apply what you learn to your own “real life” work situation.
- **Self-Test** – Multiple choice questions that allow you to gauge your comprehension of the lesson material. Correct answers and page references are listed at the end of each Self-Test.

Extra Aids

Besides the lessons themselves, the course includes two extra learning aids that can help you find or use information – the *Table of Contents*, and the *Course Compendium*.

- **Table of Contents** – This is an outline that lists lessons and their main sections in order. It can serve as a road map, so you know where you are and where you’re headed as you work through the course. It also allows you to find your way back to topics you want to review later on.
- **Course Compendium** – A recap of key course information for a number of areas, including the 4Cs, treatments, lab-created diamonds, sources, history, folklore, and care. In addition to being a learning aid, you can use the Compendium for review, as a permanent reference, or even as a selling tool.



Pick a quiet, comfortable place to study and set a schedule.

TIPS FOR STUDY SUCCESS

Two keys to success with distance education are consistency and self-motivation. It's important to work through this course steadily, without putting it aside and letting it get cold. A lesson a week is a good pace. At that rate, you'll complete your studies in about five months. Some people take longer, and some finish sooner. Regardless of speed, however, here are several strategies to keep in mind:

- Set a schedule and stick to it. Pick a time – at least an hour or two – when you can work without being disturbed. Designate it as your Diamond Council Study Time and mark it on your calendar. You'll retain more if you have two or three short sessions per week, rather than one long one.
- Pick a quiet, comfortable place to do all of your studying. Soon you'll associate that place with your project, and your mind will automatically shift into learning mode.
- Begin by scanning the lesson quickly for an overview. Then go back and read it thoroughly. Some people read the Self-Test first, to get an idea of what they're expected to learn.
- Treat yourself well when you study. If your attention begins to lag, take a short break, stand up and move around, or have a light snack. Keep the learning process enjoyable.

A lesson a week
is a good pace.



The Diamond Course 1

D i a m o n d C o u n c i l o f A m e r i c a ©

Practice makes perfect!

- Approach the lesson actively. If you're working with the print version of the course, keep a pencil or highlighter handy and mark information that seems interesting or important. Make notes in the margins. Use your course material as a workbook and a reference. Remember: It's not a presentation piece that's meant to be shown to customers. It's a tool to help you learn more about your profession.
- Try to apply what you learn as soon as possible – the next day, if you can. The course is full of suggestions about what to say in response to customer questions and concerns. Use these in your sales presentations. Practice makes perfect!
- Share what you learn. After all, the best way to learn something is to teach it. So discuss lesson information with coworkers. Talk about how you can use it in your daily work.

Progress Evaluations

This course includes four Progress Evaluations. The first one comes after Lesson 2, and it's intended to make sure you get off to a good start. The others are at the ends of course sections – after Lessons 8, 14, and 21. The Progress Evaluations allow DCA to measure what you've learned at logical points in your coursework. They also let you offer input on the course and how it's administered.

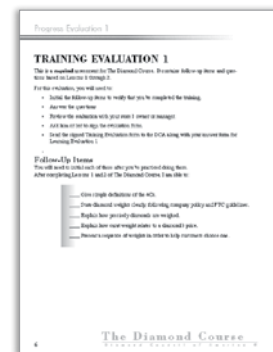
Each Progress Evaluation has three parts:

- **Learning Evaluation** – This is the section test. It has 20 to 30 multiple-choice questions covering all the lessons in the section.
- **Training Evaluation** – This ensures that you can apply new knowledge and skills. It contains items based on the follow-up checklists in the section, and also some short-answer questions.
- **Satisfaction Evaluation** – This gives you a chance to rate and comment on the objectives, content, presentation, and service for that section of the course.

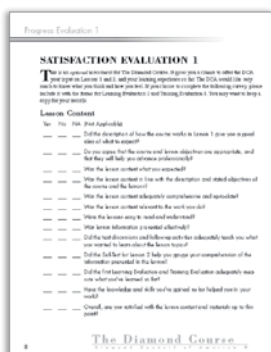
You can complete all three evaluations either online or by mail. Detailed instructions for Learning Evaluations are in the Testing Center section of the Student Learning Center on DCA's website (www.diamondcouncil.org). Instructions for Training and Satisfaction Evaluations are in the Evaluations section of the Learning Center. All three types of evaluations are also covered in the Progress Evaluation booklets that are included with printed courses.



The Learning Evaluation tests you on the section.



The Training Evaluation helps you apply your knowledge.



The Satisfaction Evaluation gives you a chance to comment on the course.

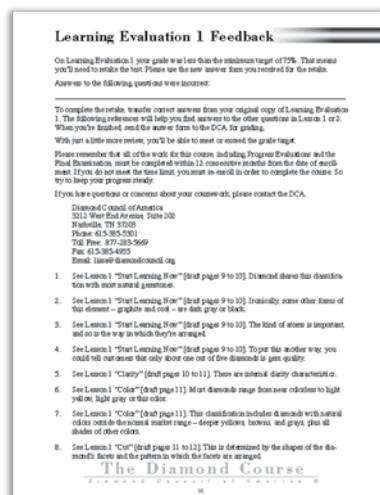
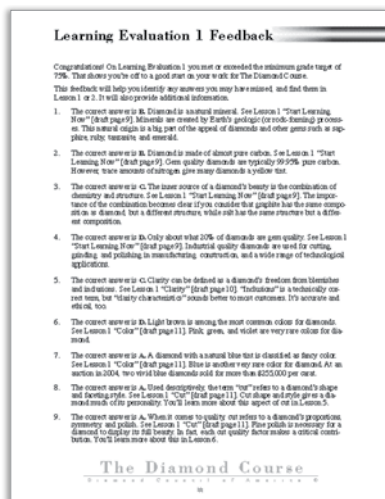
If you complete an evaluation online, please do not send the mail-in form as well. Or if you complete it by mail, don't do it online too.

Learning Evaluations and Training Evaluations are **required** coursework. Satisfaction Evaluations are **optional**, but DCA would like very much to know what you think and how you feel about your education experience.

Evaluation Servicing

DCA grades Learning Evaluations and provides appropriate feedback on them. If you take a test by mail, your work will be processed the same day it is received. With online tests, you get results immediately.

- **Grading** – Grades for Learning Evaluations are percentages based on the number of correct answers compared to the total number of questions. For example, if you correctly answer 20 out of 25 questions, your grade is 80%.
- **Grade Target** – The minimum grade target for Learning Evaluations is 75%.
- **Retakes** – If your grade for a Learning Evaluation is less than 75%, you must retake the test. You can simply repeat an online test. Or if you took the test by mail, DCA will send you a new answer form to use for the retake. You may retake a Learning Evaluation as many times as you need to. When you score 75% or higher, that grade will be averaged with the other(s) to determine an overall grade for the test.
- **Feedback** – On every Learning Evaluation you'll receive feedback. If you score less than 75%, the Learning Feedback will list the questions you missed and give section references, helpful hints, and additional explanations. If you score over 75%, you'll be notified of any questions you answered incorrectly. The Learning Feedback will list correct responses and page references, and supply further information.



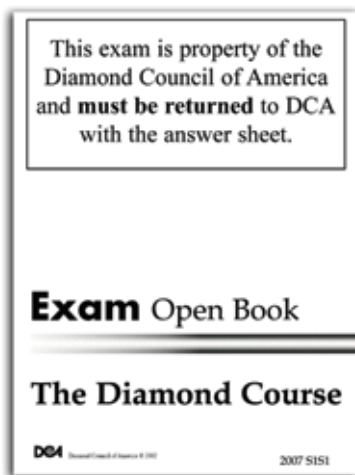
The Learning Feedback will list questions you missed and guide you to the appropriate information.

Completing the Course

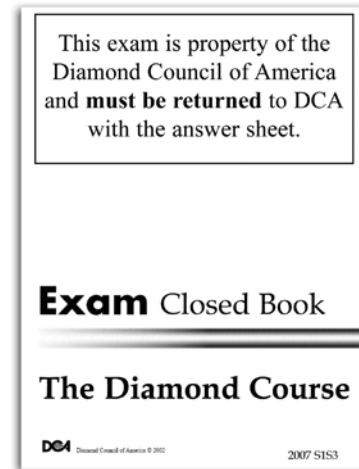
When you've completed all four Progress Evaluations, you'll be eligible to take the Final Examination. You can find details about the exam in Lesson 22 (Final Review) or the FAQs section of DCA's online Student Testing Center.

There are two limits on course completion that you need to keep in mind:

- **Academic Limit** – The minimum grade target for the Final Examination is 75%. As with Learning Evaluations, the grade is a percentage based on correct versus total answers. But if your grade is less than 75%, you may retake the exam only **once**. If you do not reach or exceed the target on the second attempt, you must re-enroll in order to complete the course.



In an open-book exam, you will be able to refer to your course materials for the exam. This exam consists of 50 more questions than the closed-book exam.



In a closed-book exam, a proctor will monitor you and you will not be able to use your text as reference.

- **Time Limit** – All of the coursework, including Progress Evaluations and the Final Examination, must be completed within 12 consecutive months from the date of enrollment. If you do not meet the time limit, you must re-enroll in order to complete the course. Your completion deadline is noted on The Diamond Course Instruction Sheet that came with your printed course materials, and on the "Welcome" page of the online Student Testing Center. You can also obtain the date from DCA.

After you've completed all course requirements – the four Progress Evaluations and the Final Examination – you will receive formal recognition from the Diamond Council of America, marking your achievement.

Accessing DCA Online

The online version of The Diamond Course – including all lessons and tests – is available on DCA’s website at www.diamondcouncil.org. To access this material, you’ll need to know your username and password.

These were listed on the instruction sheet that came with the print version of your course. If you included your email address on your enrollment application, DCA also sent you a message containing the information.

If you want to access the online course and you can’t find your username and password, contact DCA.

CONTACT THE DIAMOND COUNCIL

If you ever have questions or concerns about this course – its objectives, design, content, presentation, administration, service, or anything else – please contact the Diamond Council. You’ll receive a prompt and full response. DCA is 100% committed to your satisfaction and success.

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START LEARNING NOW!

Now that you know about the course, it's time to start learning things you can use on the job.

The concerns of diamond customers often center on two basic questions:

- Is this really a good diamond?
- Is this diamond worth what I'm paying for it?

A diamond
is a mineral
created by
Nature.



*Photo courtesy
Diamond Promotion Service.*

These are entirely reasonable, and we all want answers to similar questions whenever we make major purchases. If you're buying a PC, for example, you can check out computer magazines and websites. These list the features of various brands and models, and also make "best buy" recommendations. Such recommendations are based on the assumption that every computer coming off the assembly line is just like all the rest.

Only a fraction of diamonds are gem quality.

A big part of diamond's mystique however, lies in the fact that it isn't made on an assembly line. This means that questions about diamond quality and value require fuller and more personalized answers. Providing those answers is the responsibility of the sales professional.

One of the most basic facts about a diamond is that it is a mineral created by Nature. It formed around 100 miles beneath Earth's surface, under conditions of immense heat and pressure. It was carried to the surface by a volcanic eruption of awesome power. All of this occurred millions – and in some cases, billions – of years ago.



Customers want to know if the diamond they choose is a good one and if it's worth what they're paying.



Diamonds are almost pure carbon.

Diamond is almost pure carbon, and the arrangement of atoms within a diamond crystal is almost perfectly symmetrical. This combination of chemistry and structure is the inner source of a diamond's beauty, durability, and other remarkable characteristics.

The exact conditions surrounding diamond's formation are also critical to the nature of the mineral as we see it. Only a fraction of diamonds are gem quality. The rest are used for industrial or technical purposes – as abrasives, for example. Slight variations in chemistry, structure, or the conditions of formation determine whether a diamond becomes a dazzling gem or a functional drill bit.

Because of these complex variables, every diamond is truly unique. At the same time, all diamonds share certain types of distinguishing features. Four of these are primary factors in determining diamond value. They're known as the 4Cs:

- **Carat Weight**
- **Clarity**
- **Color**
- **Cut**



Slight variations in a diamond's structure or formation can have a big impact on whether it is a fabulous gem or a functional drill bit.

Photo courtesy De Beers.



Image courtesy Diamond Promotion Service.

The 4Cs

CCCC

In the next few lessons you'll examine each of these factors in detail. In the second part of the course you'll learn more about how diamonds form – and what that means to your customers. For now, here are a few points about each C that you'll find useful in answering customers' basic questions:

Carat Weight

- The standard unit of weight for diamonds is the **metric carat**. One carat equals 0.200 gram, or about 0.007 ounce in common US measurements. Diamonds are weighed to an accuracy of 0.005 carat – or 35 millionths of an ounce! You can impress many customers by emphasizing that the standards for diamond weight are stricter than those for almost any other consumer product.
- Carat weight’s effect on value is based on natural rarity. Consumers are used to buying items such as meat and produce by weight. So some expect a 1-carat diamond, for example, to cost exactly twice as much as a 1/2-carat diamond of comparable quality. You may need to explain that, due to its greater rarity, the larger diamond will cost considerably more than twice as much as the smaller one.
- Bigger doesn’t always mean better, though. It’s often necessary to point out that while weight plays a major role in diamond value, clarity, color, and cut must also be considered.



Many customers can not visualize what a diamond of a given weight looks like. Showing them a range of sizes helps them understand differences in appearance.

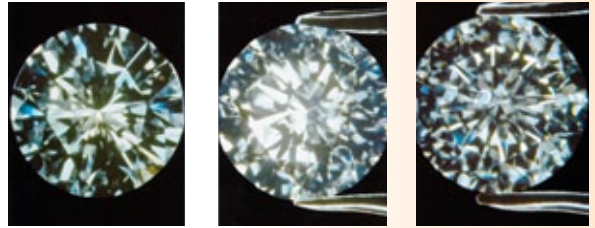


Clarity is a diamond's freedom from inclusions or blemishes.

Clarity

- You can define clarity as a diamond’s freedom from features called **blemishes** or **inclusions**. Blemishes are surface irregularities such as scratches. Inclusions are internal – for example, tiny crystals of other minerals. You can refer to both as “clarity characteristics,” or “identifying characteristics,” but be careful to avoid negative sounding terms like “imperfection” and “flaw.” In fact, even the technical terms “inclusion” and “blemish” can create a negative impression. Using positive terminology lets customers know that the features are an acceptable part of a diamond’s natural makeup.

- To assess clarity, a skilled grader systematically examines the diamond under magnification. After finding all the characteristics, the grader assigns a clarity grade that reflects their visibility and any influence they might have on appearance and perhaps durability. Inclusions normally impact grade more than blemishes. A simple description like this is another way to increase a customer's appreciation for diamond quality standards.
- Like carat weight, clarity's effect on value relates to rarity. Almost all diamonds have clarity characteristics. The fewer or less prominent those characteristics, the higher the clarity grade. The higher the clarity grade, the greater the rarity and the more expensive the diamond will be. Keep in mind, though, that in most cases the characteristics have little or no effect on *beauty*. Explaining this puts clarity into a perspective that customers can easily understand and accept.



Clarity grades are assigned based on the visibility of the characteristics and how they influence appearance and durability.

Almost all diamonds have clarity characteristics



These rough diamonds from Brazil show the range of colors in diamonds—from colorless or nearly colorless to various shades of brown and yellow. A certain mine may be known to produce a certain color diamond, but every mine produces diamonds in a range of colors.

Color C C C C

- Diamonds actually occur in a wide variety of colors. Most of those used in jewelry range from near colorless to light yellow, brown or gray. Very, very few diamonds show no trace of color at all. Diamonds with natural tints of other hues, as well as deeper shades of yellow, brown or gray, are classified as fancy colors. Artificial treatments can now add or subtract color from a diamond. Since most people think of diamonds as being colorless, sharing this kind of information can enhance a customer's confidence in your product knowledge and professional qualifications.

- Within the normal market range, the less color a diamond has, the higher its color grade. Distinctions between color grades can be very subtle, but they're apparent to the expert eye. You might say this is one reason why it's important to do business with a firm that offers reliable expertise and high ethical standards.
- As with carat weight and clarity, the relationship between color and value is linked to rarity. The higher the color grade, the greater the rarity and, therefore, the greater the price. A tint of color, however, doesn't necessarily make a diamond less beautiful or less desirable.

Cut C C C C



Photo courtesy Doug Rosa.

- Used descriptively, the term cut means a polished diamond's shape and faceting style. The most popular cut is the round brilliant. All others are classified as fancy shapes or fancy cuts. The choice of cut shape often depends on personal preference. To reinforce this point, you could say that the best shape is the one the wearer of the diamond prefers or the one that best suits his or her personality.
- When it comes to quality, cut refers to a diamond's design and craftsmanship. Cut quality is determined by proportions, symmetry, and polish. Proportions are the relative sizes and angles of the diamond's parts and facets. Symmetry is the precision of the cut design's execution. Polish is the smoothness and luster of the diamond's surfaces. To build appreciation for cut quality, stress that every facet and every angle helps to create or maintain the diamond's beauty. Good symmetry and polish are critical, too.
- While the other Cs are largely determined by Nature, cut is the human contribution to diamond value. It's almost always the most important factor in beauty. You can tell customers that a well-cut diamond gathers and concentrates light from many directions, then radiates it outward to dazzle the eyes of beholders. Ultimately, cut is the C that reveals a diamond's magic.

In the absence
of other legal
precedents,
courts tend
to rely on FTC opinions
in settling litigation.

THE FTC AND ETHICS

In 1914 the US Congress created the Federal Trade Commission (FTC) to monitor federal laws dealing with illegal or deceptive practices in commerce. Although the FTC's official jurisdiction is limited, its rulings form the basis for many state and local laws. In the absence of other precedents, courts tend to rely on FTC opinions in settling litigation.

Since 1957, the FTC has set guidelines for the jewelry industry. These are now known as Guides for the Jewelry, Precious Metals, and Pewter Industries. You can obtain a complete copy through the FTC's website. Go to www.ftc.gov and search for "jewelry guides."

Information on FTC guidelines on diamonds and jewelry is included at appropriate points throughout this course. The guidelines provide a basic set of rules concerning what you can and cannot say or do in sales presentations, and they can help you answer many customer questions. Remember, however, that ethical behavior is more than simply observing the letter of the law. It's a reflection of the way you think of yourself, and the way you deal with the world in which you live, including your working world – your customers, your employer, your colleagues, and the various suppliers and service companies that do business with your firm.

The DCA is committed to the very highest ethical standards. Issues that may arise in selling diamonds and diamond jewelry will be addressed throughout this course. These discussions are intended to suggest a general perspective for your thinking on the issues. Developing perspective is one of the most important components in your professional growth.

RECAP OF KEY POINTS

- Today's diamond customers have plenty of facts, but they need help to understand what those facts mean. To provide this help, it's essential to know your products, present those products accurately and effectively, identify and respond to customers' needs and desires, and exceed your customers' expectations.
- Diamond is a natural mineral composed of almost pure carbon. The arrangement of carbon atoms in a diamond crystal is almost perfectly symmetrical. The combination of chemistry and structure is the inner source of diamond's beauty and durability.
- Diamond forms nearly 100 miles beneath the Earth's surface, and the exact conditions surrounding formation are critical to the nature of the finished product. Only a fraction of diamonds are gem quality.
- Each diamond is unique, but all diamonds share certain types of features. Those that normally determine value are the 4Cs – Carat Weight, Clarity, Color, and Cut.
- The standard unit of weight for diamonds is the metric carat, which equals 0.200 gram. Diamonds are weighed to an accuracy of 0.005 carat.
- Clarity is a diamond's freedom from external blemishes and internal inclusions. A diamond's clarity grade is normally based on the visibility of clarity characteristics under magnification. In most cases, the characteristics have little effect on visual beauty.
- Although diamonds occur in many colors, the normal market range includes colorless to light tints of yellow, brown or gray. Within this range, the less color the higher the grade. Diamonds of other natural hues, as well as deeper shades of yellow, brown or gray, are classified as fancy colors. Artificial treatments can add or subtract color.
- Cut refers to a diamond's shape and faceting style. The round brilliant is the most popular diamond cut. All others are classified as fancy shapes or fancy cuts. Cut quality includes design and craftsmanship. It's determined by the diamond's proportions, symmetry, and polish. Cut quality is almost always the top factor in a diamond's beauty.
- The effects of carat weight, clarity, and color on value depend largely on natural rarity. Cut is the human contribution to value.

JA® SALES PROFESSIONAL CERTIFICATION™

Jewelers of America (JA) is one of the foremost US jewelry trade organizations. With a mission to increase consumer confidence in the jewelry industry, JA advocates professionalism and adherence to high ethical, social, and environmental standards. It works to enhance its members' profitability by offering education, certification, marketing, and cost-saving programs.

JA created the Sales Professional Certification (SPC) program to establish, maintain, and recognize superior standards of knowledge and skill among jewelry sales professionals. For more than a decade, JA's certification programs have validated the talent and proficiency of jewelry industry professionals to national standards. JA certification can advance your career, differentiate your store, and improve your reputation with fine jewelry customers.

The SPC program has two levels:

JA Certified Sales Professional (CSP) – This level reflects knowledge and skills generally expected of trained entry-level jewelry sales personnel with about one year's experience.

JA Certified Senior Sales Professional (CSSP) – This level reflects moderate to advanced sales knowledge and skills, and includes some areas not tested at the first level.

To qualify for either designation you must be employed by a JA member store, have at least one year of retail jewelry sales experience, and pass the SPC written exam(s). For complete program information contact:



Jewelers of America, Inc.
Certification Manager
120 Broadway, Suite 2820
New York, NY 10271
Phone: 800-223-0673 / 646-658-0246
Email: info@jewelers.org
Website: www.jewelers.org

DCA and JA share the goal of increasing professionalism throughout the jewelry industry, and both organizations believe education is essential. For these reasons, the DCA curriculum is designed to educate students and offer support to individuals who elect to pursue the goal of professional certification through Jewelers of America.

Congratulations!

*You're on your way to becoming
Diamond Certified by DCA!
There's no Self-Test for this lesson,
so you can start on Lesson 2.
Enjoy!*