

DANA AUGUSTINE

THE DANA AUGUSTINE DIAMOND & DESIGN EVENT

BRAND AT A GLANCE

- 42+ years of partnership providing Diamond & Design Events!
- We proudly manufacture, design and finish well over 50% of our line here at our manufacturing design center in Kennesaw, Ga.
- Experience the Excitement of working with our Designers and Master Jewelers. *Jeweler on site during the Event!
- Selecting from a Vast Selection – Including Loose Diamonds, Designs from Classic, and Contemporary to the latest trends.









KEY FEATURES


- All Dana Augustine mounting manufactured by DAI are available in 14kt White, Yellow and Rose. Special Order 18kt or Platinum
- The price of the DAI Semi or Mounting includes the head, setting and sizing.
- Designer Mounting Collections made for DAI to our exact specification available in 14kt.
- Loose Diamonds available from .20ct to 2.00ct. All Loose Diamonds over .33ct are certified most are GIA with some IGI.
- Centennial Fashion Collection- A fun fashion forward collection of finished designs including Diamond bands, Earrings, Pendants, Bracelets and Fun Fashions!
- Exclusive Branded Diamonds – **SWANA, ARTEMIS & The Centennial Diamond**, along with GIA Triple Excellent cut available in sizes .50ct, .75ct, 1.00ct, 1.50ct. And our Special Value Diamonds rounding out the selection - Special priced from .25ct, .33ct, .50ct, .75ct, 1.00ct. And 1.50ct.
- 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 with-in a week to 10 days from receipt at Dana Augustine.
- Special Requests – Items limited up to \$50,000.00



HIGHLIGHTS

Groupings	Example Images	Characteristics
<p>SWANA® DIAMONDS</p> <p>Exclusively by Dana Augustine®</p>		<ul style="list-style-type: none"> • SWANA® –“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. • Giving Back - A donation is made by DAI on the customer’s behalf to help sponsor the SOS Children’s Village in Gaborone, Botswana. • Minimum Quality Standards – SI2 – H • A Dana Augustine exclusive

		<p>Bold... Brilliant... Beautiful...</p> <p>The Centennial Diamond by Dana Augustine®</p> <ul style="list-style-type: none"> • 100 Facets of spectacular brilliance to symbolize your limitless love and a unique “Lotus Flower” faceted within the diamond to embody one’s connection with Nature, Wisdom and Love. • Giving Back – A donation is made by DAI on the customer’s behalf to Jewelers for Children. • Minimum Quality Standards – SI2 – H • A Dana Augustine branded diamond
		<ul style="list-style-type: none"> • Artemis Diamonds® – 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. • Socially Responsible / Giving Back – A donation is made by DAI on the customer’s behalf to Jewelers for Children. • Minimum Quality Standards Round Brilliant Cut– I1- DEF Rounds • Minimum Quality Standards Fancy Shapes – SI2 – DEF • A Dana Augustine branded diamond
<p>Triple Excellent GIA Cut</p>		<ul style="list-style-type: none"> • Triple Excellent GIA Cut – A diamond with Excellent Symmetry, Excellent Polish and Excellent Proportions! A diamond that create exceptional brilliance and fire! Available in sizes .50ct. 75ct. 1.00ct. 1.50ct • Social Responsibility / Giving Back – A donation is made by DAI on the customer’s behalf to Jewelers for Children. • Minimum Quality Standard – SI2 – H
<p>Special Value Diamonds</p>		<ul style="list-style-type: none"> • Special Value Diamonds – An Exceptional Value specially priced • Available in Round Brilliant Cut Only- Sizes .25ct, .33ct. 50ct, .75ct, 1.00ct, 1.50ct. • Minimum Quality Standards - I1-I2 - HIJ
<p>DAI Semi-Mounting Selection</p>		<ul style="list-style-type: none"> • DAI Mountings – Select from a vast selection of setting designed, manufactured and finished here at the Dana Augustine manufacturing and design center located in Kennesaw, Ga. • Traditional, Classic, Contemporary and current designer trends are represented in the selection. Available mostly in 14kt. white, yellow or rose • Price Includes the Head, Setting and Sizing • Minimum Quality Standards on Semi – I1 GHI •
<p>DAI Seamless Collection</p>		<ul style="list-style-type: none"> • DAI Seamless Collection - Our very finest collection all in 18kt. Rare, limited and exceptional. Available in 18kt white, yellow and rose gold. • Highly specialized designed for specific size and shape diamonds! Matching our diamond programs from .50ct, .75ct, 1,00ct and 1.50ct. • Price includes head, set and sizing • Minimum Quality Standards – SI2 - GHI • Size range is between a 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.

<p>Centennial Fashion Collection</p>		<ul style="list-style-type: none"> • Fun, Fashionable, Fantastic – Looking to stack, layer, or simply add a one of a kind piece! • Finished and Ready to Go! An exciting collection of Diamond bands, earrings, pendants, bracelets in 14kt white, yellow and rose gold. • Special Orders Limited to Product Selection
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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 particular feature is important.

With a training buddy, 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 product 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 a 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 feature, 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 over 42+ years!

Over 50 % 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

ESP	Eligible
JRP	Eligible
Diamond & Gemstone Guarantee	Eligible
Special Orders	Dana Augustine made product takes 4 to 6 weeks from receipt of special order Designer Collections manufactured for Dana Augustine takes 6 to 8 weeks from receipt of order *Must follow Signet Special Guidelines & Policy Providing SO#
Repairs	<u>During Dana Augustine one-year warranty period send to:</u> Note: use work code 4140. Do not add other work codes to the repair setup. DAI Repairs - Dana Augustine, Inc. Attn: Service 300 Chastain Center Blvd. Suite 315. Kennesaw, GA. 30144 <ul style="list-style-type: none"> • Most repairs will be completed in 1 week to 10 days of receipt of repair at DAI • Only Dana Augustine merchandise can be shipped for repair to this vendor. <u>After Dana Augustine one-year warranty period send to:</u> Assigned DSC (use work codes as normal)
Product Care	Cleaning and checking of DAI fine jewelry provided at events and in-store
danaaugustineinc.com	Available in store link

ADDITIONAL INFORMATION ZALES

JPP	Eligible
Diamond Bond	Eligible
Special Orders	Dana Augustine made product take 4 to 6 weeks from receipt of special order Designer Collections manufactured for Dana Augustine 6 to 8 weeks from receipt of order *Must follow Signet Special Guidelines & Policy Providing SO#
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