



PLATINUM FIRST! – Selling Success is just a few clicks away...

What makes a jewelry store the best of the best? Is it location and advertising or is it something else? Platinum Guild International has been conducting consumer research for over 10 years and has come to the conclusion that while all these play a factor in success, it really boils down to doing two things really, really well – exceeding your customers' expectations on two basic levels:

- **Physically – having product they want to buy**
- **Emotionally – providing the kind of environment in which they are willing to buy.**

For the bridal customer, having the product means stocking what 81% of brides to be prefer*, a selection of platinum engagement rings and women and men's wedding bands, in a wide range of styles and prices. In fact, leading them to see and, more importantly, feel the platinum rings of their dreams should be easy part! What happens after that is up to you. Your efforts can result in one of the following:

- **Creating a customer for life**

Or

- **In the worst cases, causing them to walk out the door disappointed because they couldn't get what they wanted at your store**

You have the power to make that emotional connection every time a bridal customer walks into your store! In order to do that, you've got to keep yourself motivated and inspired – every day!! Platinum Guild has a way for you to do all that and more through their acclaimed online sales training program. The focus is platinum, the most desired and profitable metal in your store, but the intention is to help you create customers for life through emotional connection, platinum product knowledge, selling tools and behavior. PGI's Online Training Program is relevant for everyone: new associates will learn about the 4 C's of emotional selling, while seasoned professionals will learn a different approach to what they are already doing well. Taking advantage of this opportunity for ongoing training is the key to increasing your knowledge, fine-tuning your selling skills and insuring your continued success.

*visit www.platinumlearning.com and register for PGI's online training today!