

## The JET Series of Courses

### Professional skills bring profitable sales

With over 1,500 N.A.G. students, 5,000 N.A.G. graduates and 1,200 N.A.G. member retailers throughout the UK, the Association's education credentials have become the benchmark for professionalism. Industry leaders recognise that proof of professional competence is essential to win consumer trust.

### Learn today – sell more tomorrow

The N.A.G. Professional Jewellers' Diploma is the essential qualification for anyone involved in gem and jewellery sales – and the benefits are immediate:

- Provides fast-track to 'real world' product knowledge and increased sales
- A confident sales forces wins consumer trust and repeat custom
- Designed for cost-effective, flexible sales and management training
- Teaches essential gem and jewellery basics which consumers expect
- Demonstrates corporate commitment to professionalism

*Contact the National Association of Goldsmiths to find out how its education courses can satisfy your training needs. Programmes can be tailored to support corporate training strategies and to maximize education budgets.*

## Other courses in the JET series

### Gemstone Diploma Course

This 12-month correspondence course is designed to equip all those in the industry with the knowledge to understand and sell gemstones.

### Management Diploma Course

Success in retail jewellery management depends on developing skills in organisation, personal and people management. This 12-month correspondence course provides quality training in management skills.

### Valuation Diploma Course

Jewellery valuations require expertise and discipline. This 12-month correspondence course provides the opportunity to learn about the practice and science of valuing.



## Professional Jewellers' Diploma (JET I & II)



**The National Association of Goldsmiths**  
Representing Jewellery Retailers since 1894

N.A.G. Education Hotline  
**020 7613 4990**

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*Front cover image kindly supplied by Paul Spurgeon*



*"I got a huge confidence boost when studying for my Professional Jewellers' Diploma because I could put my new skills to work straight away. As my product knowledge increased, so did my sales and repeat customers. Plus I was offered new responsibilities and a pay rise as a result.*

*I would recommend the Professional Jewellers' Diploma to anyone who is serious about a career in the jewellery industry".*

**Sally Morgan P. J. Dip.**

## Membership of the N.A.G.

Established in 1894 to serve and support the retail jewellery industry, the Association promotes high professional standards among its membership to inspire greater consumer confidence as well as enhancing the reputation of its members.

Membership is comprised of professional retail jewellers, both independents and multiples, who are committed to an honest, knowledgeable and ethical approach to their business.

Benefits of membership for both the business and its staff include access to the Association's website, packed with pertinent information for students and proprietors alike. Fact sheets on legislation compliance, health & safety and industry issues are made available. Books and instruments are specially discounted in the Association's well-stocked shop. There are many more services, negotiated on members' behalf, to raise business expertise and of course the bottom line.

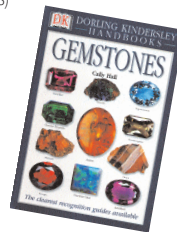


The National Association of Goldsmiths (N.A.G.) offers the most respected retail credentials in the gem and jewellery trade. The N.A.G. Professional Jewellers' Diploma has been designed to provide essential product knowledge and to increase sales. Two bite-sized chunks of continual assessment, known as JET 1 and JET 2, followed by a final exam, go to make up the coveted Professional Jewellers' Diploma.

### About JET 1

This section is studied over a maximum period of six months and students can enrol at any time of year. JET 1 includes:

- A study pack in the form of comprehensive loose-leaf course material.
- The book Gemstones by Cally Hall
- A Hallmark reference book (Bradbury's book of Hallmarks)
- A jewellers' loupe
- A free tutorial session
- A personal N.A.G. tutor



### Course content

Course topics include sales techniques and customer service, jewellery product knowledge, precious metals and hallmarks, watches and clocks, silverware and gifts, anniversaries, types of chains, birthstones, carat sizes and diamond shapes.

### Assessment

There is no formal examination at the end of the JET 1 section. Students who successfully complete the programme of five assignments will be awarded the JET 1 certificate and are eligible to enrol on JET 2.

### About JET 2

Students who have the JET 1 certificate are eligible to enrol on JET 2 during January, February or March, as well as during August, September and October.

This section is studied over a period of 12 months and takes a more in-depth look at the subjects covered in JET 1 such as hallmarks, gemstones and security. Other subjects include display, principles of valuations and consumer law.

JET 2 includes:

- A study pack in the form of comprehensive loose-leaf course material.
- An informative video demonstrating the main gold jewellery manufacturing technology used today in the industry.
- A jewellers' loupe
- A free tutorial session
- A personal N.A.G. tutor

### Course fees

See current enrolment form for JET 1 & JET 2 fees. The exam entry fee for JET 2 is included in the course fee.

### Assessment & Examination

JET 2 students who successfully complete the programme of eight assignments are eligible to enter the examination. The diploma exam can be taken in either May or October (depending on when the course work is completed). The Professional Jewellers' Diploma is awarded to successful candidates, who may use the letters P. J. Dip. after their name (as long as Alumni status is maintained\*).

\* An annual subscription fee is applicable to maintain Alumni Status

