

ADVANCED SELLING COURSE - 2 day (Date TBC): This cutting edge sales course is facilitated by Virada Training, providers of award winning sales training for the jewellery sector. Aimed at senior sales people, this course focuses on real sales situations dealt with every day and shares the secrets of top sales performers. Discover new sales innovations, explore practical ways of creating a positive buying experience for every customer; unlock potential and enjoy even greater sales success.

Feedback from delegates:



"The structure, content and trainer were superb; I have already recommended the training to another jeweller and to my boss so that other members of our team may attend"

"Amazing; really positive. I can't wait to put new ideas and skills into practice."

"One of my staff says it's the best thing she has ever done! It has boosted her confidence no end"

SELLING TO CHINESE CUSTOMERS: (08.03.12) Chinese customers already account for about 30% of the luxury goods market in Britain. Are you making the most of this sales opportunity? This one day course will open eyes to cultural differences and expectations. Your team will learn how to provide the best possible service and maximize sales to Chinese customers by creating the right buying experience.

Feedback from delegates:

"Excellent presentation. Explained things clearly and precisely."

"Great. Very informative"

"Brilliant"

ESSENTIAL DISPLAY (18.04.12 and 4.10.12): The first steps to an eye catching shop window including instruction on the theory and practise of display. Learn how to achieve a visually exciting display in just one day with this very popular seminar facilitated by Judy Head.

Feedback from delegates:

"Brilliant, I have learned so much. Would definitely recommend"

"Fascinating, involving and interesting"

"Very complete. It has definitely improved my display skills"

DYNAMIC DISPLAY WORKSHOP (23.05.12): Now take your display knowledge to another level. This new course is for management and senior sales staff who have already completed the Essential Display seminar or equivalent and it is a challenge: to design and build a new window display that will target customers with a particular promotion: seasonal/Easter/Christmas for instance. The one day workshop will focus not only on display but incorporate a strong marketing element that will require the delegates to link their display to a plan of promotional activity to raise the profile of their store, guided by Judy Head.

ARMED ROBBERY: Reducing the risk and improving profitability – A Masterclass (1.03.12):

This new one-day programme examines the human reaction to the impact of a robbery and provides a number of practical skills that have been shown to work in real life situations.

Facilitated by Training For Success and accredited by the Institute of Criminal Justice Studies at The University of Portsmouth, the programme carries both an insight into current research within this area of criminal activity and effective solutions for robbery management that can be applied immediately within the working environment.



DIAMONDS & DIAMOND GRADING (16/17.10.12): with Eric Emms, the leading authority on diamond grading, this practical seminar is presented specifically from the retailers' viewpoint. Included in the two day course is the identification of diamonds together with treatments, clarity, colour and many other aspects of diamond knowledge and a look at corporate social responsibility issues.

Feedback from delegates:

"The seminar was highly practical with plenty of diamonds for us to look at. Eric managed to provide sufficient information to keep us interested and able to gain an insight into the technical aspects of diamond grading."

"Really good. I learned a lot and it has given me more confidence"

"A good investment to promote sales. I would highly recommend it"

COMPANY NAME	
MEMBER NUMBER	
ADDRESS	
POSTCODE	
DAYTIME TELEPHONE NUMBER	FAX NUMBER
EMAIL ADDRESS	

DELEGATE'S NAMES	SEMINAR TITLE	SEMINAR DATE
SEMINAR FEES 2012		
SEMINAR TITLE	NAG MEMBERS	NON-MEMBERS
Advanced Selling Course (two day)	£495.00 + VAT (£594)	£550.00 + VAT (£660)
Selling To Chinese Customers (one day)	£300.00 + VAT (£360)	£330.00 + VAT (£396)
Essential Display – London (one day)	£222.00 + VAT (£266.40)	£245.00 + VAT (£294)
Dynamic Display Workshop—London (one day)	£222.00 + VAT (£266.40)	£245.00 + VAT (£294)
Armed robbery: Reducing the Risk—London (one day)	£300.00 + VAT (£360)	£330.00 + VAT (£396)
Diamond Grading with Eric Emms - London (two day)	£402.00 + VAT (£482.40)	£442.00 + VAT (£530.40)

PAYMENT

1. Bank Transfer by BACS ___ NatWest Bank. Account number: 25661191. Sort code: 60-05-11
2. I enclose my/my employers cheque for _____ Made payable to The National Association of Goldsmiths
3. Please debit my credit/debit card: MASTERCARD/MAESTRO/VISA/OTHER (indicate which card)
Credit Card payment will incur a 2% surcharge. American Express is not accepted

CARD NUMBER _____ EXPIRY DATE _____

CARDHOLDERS NAME _____

CARDHOLDERS ADDRESS _____

POST CODE _____

Whilst every effort will be made to avoid cancellation, it may be necessary due to insufficient uptake

DELEGATE CANCELLATIONS

- 31 days prior to start date – 50% of total costs**
- 15 to 30 days prior to start date – 75% of total costs**
- Less than 14 days prior to the start date – 100% of total costs.**

Please return your completed booking form to Amanda White, National Association of Goldsmiths,
 78a Luke Street, London EC2A 4XG. Tel: 020 7613 4445 * Fax: 020 7729 0143 * Email: amandaw@jewellers-online.org