

- CELEBRATE THE WINS: CONGRATULATE YOUR CHAMPIONS! SHARE TEAM HIGHLIGHTS/ACCOMPLISHMENTS.**
- DANIEL'S ACADEMY UKG LEARNING MARCH CURRICULUM (2 short courses):**

**I. COURSE #1 – DAVID'S MARCH SPECIAL MESSAGE**

**II. COURSE #2 – MARCH UPDATE WITH CARRECE**

- Review LIFETIME Protection Plan – Ask the question to your team and have them shout the answer (see below):
  - What do lifetime registry customers get free annually? Rhodium replacement
  - Gold Jewelry is eligible for lifetime registry (T/F)? F
  - What is the new Lifetime Protection Plan for SKU #? Correct SKU:719-00000
- Review the Registry FAQ's aloud (see page 2). Ask the question and have each of your team take turns answering the question.
- Review Registry Best Practices (see page 3)
- Cash Sale vs. Credit Sales (see page 3)
  - Credit sales have the following benefits:
    - More cash spiffs, more purchase power, and less cash out of pocket for the customer**
    - More downpayment than a cash sale
    - Less registry included.
    - All of the above

**SMILE AND LET'S WOW OUR CUSTOMERS! FINISH MARCH STRONG, ACHIEVE YOUR QUOTA AND EARN MORE GREEN!**



**III. ADDITIONAL TOPICS FROM YOUR STORE MANAGER AND/OR RDM**

**MARCH 23, 2024, STORE MEETING ROSTER** - I conducted our TEAM Meeting and I am confident that each store associate has a complete understanding of each topic.

Manager Signature \_\_\_\_\_ Emp# \_\_\_\_\_ Store# \_\_\_\_\_

I attended this meeting, and my Signature below means that I will always do as instructed at the meeting including:

- I will commit to offering our new Lifetime Protection Plan to our customers to earn more spiffs
- I will continue to focus on increasing Registry Sales by following the "Registry Best Practices"
- Attempt to always offer and maximize our various financing programs to close deals (Synchrony, Fortiva, Daniel's, Sunbit, Progressive, Uown and Klarna).
- I will Hit my March Quota by showing BIG, selling BIG, doing each of the company expectations, work the lease line, convert sales, open new accounts, get email address and five star reviews.
- Lastly, I will continue to strive to be a Champion!**

*Signed this 23<sup>rd</sup> day of MARCH 2024. Have each attendee sign the Manager Meeting Roster and fax to 310-665-2141.*

\_\_\_\_\_  
Signature/Emp #

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Signature/Emp #

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Signature/Emp #

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Signature/Emp #

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Signature/Emp #

Fax to SMC Human Resources (310-665-2141) and contact Stephanie x5632 to confirm. **KEEP THE ORIGINAL COPY IN YOUR STORE.** No payroll hours credit for rosters that are not received by Monday, March 25<sup>th</sup>.

## FAQ's

**Q> Does this replacement of a 1ct diamond include a 1ct mined diamond or is it limited to Lab Grown?**

**A> The coverage for lab grown and mined diamonds up to 1 ct. based on covered diamond jewelry product.**

**Q> Will we offer Lifetime on any other items (Gold, watches, etc.)**

**A> The product is Lifetime Diamond Jewelry, and there are no current plans to extend this to other product classes.**

**Q> Does our Gold protection plan remain the same? Three years with a max of \$600?**

**A> Yes.**

**Q> Do we still have the option to sell the 3 - year registry at 12% or is it strictly lifetime now at the 17%?**

**A> Yes. The 3 - year registry product remains the same.**

**Q> If associates can't close the customer on 17% registry , what % can we discount to close on cash transactions ?**

**A> We still have 3 - year registry available. In addition, 12% of Ticket Price for classes 129, 130, 188, 189. Cash sales discounts should be reviewed with your RDM.**

**Q> Can we upgrade existing registries from 3 years to lifetime ?**

**A> Yes, for Diamond Registry Only.**

**Q> Can we give the customer credit on the existing registry by prorating the amount and apply towards a lifetime?**

**A> Yes, see memo for additional details.**

**Q> Can we offer a protection plan on loose diamond?**

**A> No, this is for Diamond "Jewelry" only at this time.**

**Q> Is the registry going to come with a protection card requiring the customer to come visit the store twice a year to get their card stamped?**

**A> We will provide a registry card for this product soon, please use the current card in the interim, and write in Lifetime. We will preview the card once it is created. Stay tuned for more details.**

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# REGISTRY BEST PRACTICES



START THE  
CONVERSATION EARLY



SHARE THE FEATURES  
AND BENEFITS



SHARE STORIES WHERE  
REGISTRY IS THE HERO



BREAK THE PRICE INTO  
MONTHLY PAYMENTS



T.O. TO OVERCOME  
OBJECTIONS



**REASSURE CUSTOMER  
OF PEACE OF MIND  
THAT COMES WITH  
REGISTRY**



**IT'S BETTER TO HAVE IT  
AND NOT NEED IT,  
THAN TO NEED IT AND  
NOT HAVE IT!**

# CASH SALE VS. CREDIT SALES

## Customer Benefits

Less money out of pocket today  
Monthly payments on protection options  
They can build credit  
Increased buying power over time =  
more dollars to trade up or buy more  
items  
We have options for every credit  
scenario

## Associate Benefits

On average, customers spend up to  
\$250 More (2% Big Ticket Spiff)  
Registry sales increase (8% Spiff)  
Autopay (\$10 Sign-Up Spiff)  
More Traffic - More than half come back  
within 6 months

**@\$110 same day on a \$3,000  
Diamond purchase**

