

## **JEWELLERY SALES ASSOCIATE DIPLOMA**

**Do you dream of working in a jewellery store?** The Montreal School of Gemmology (EGM) has the answer. EGM's Jewellery Consultant course will give you the knowledge you need to increase your employment opportunities and help you realize your dream.

You can take this course by correspondence and learn the necessary skills for an exciting career in the world of jewellery from the comfort of your own home or enrol in our on-site program in Montreal.

**Do you own or manage a jewellery store?** EGM can help you or your staff with professional training that will boost customer confidence and increase sales. The gem and jewellery world is constantly evolving and investing in professional training can help you stay competitive. Internet and television jewellery sales are on the rise and the success of your business relies, in large part, on the competence of your sales staff. Customers are more informed than ever before and need to feel like the people they are buying from are knowledgeable and qualified to answer their concerns.

### **Jewellery Sales associate training**

#### **On-site program**

When enrolment is sufficient the jewellery consultant course is offered on-site at The Montreal School of Gemmology (EGM) in downtown Montreal. The course runs over a period of twelve weeks with 3-hour classes once a week. These classes are taught by experienced professionals from the gem and jewellery industry.

The course is divided into **three units** :

##### **1. Gems**

With an emphasis on diamonds and pearls you will learn about the characteristics that contribute to the beauty and value of gemstones. Coloured stones will be covered in terms of their varieties, treatments, and precautions for wear and maintenance. You will learn how to measure, weigh and comfortably handle and examine gems.

##### **2. Precious metals, jewellery, and watches**

You will learn about yellow, white, rose and green gold, platinum and palladium, what are they and why are they used in jewellery. How to test these metals and determine if they are 10, 14, or 18K. Learn about traditional and modern jewellery techniques and how to counsel clients about jewellery care and maintenance. Learn about the different types of watches and what precautions you should take when changing a battery.



Photo : Elke Fechner Berr

##### **3. The jewellery store: service, sales, billing, repairs, etc.**

Discover the inner workings of a jewellery store. Learn how to listen to a client and

understand their needs, how to follow security rules, how to fill out a repair take in receipt, and even how to gift-wrap.

**The final exam consists of two parts :**



In the **first part** you will be asked a series of questions based on real-life situations.

For example : What might happen if you rinse an amethyst ring in cold water after it has been cleaned in an ultrasonic cleaner?

The **second part** is a series of practical tests. You will be expected to describe the main characteristics of a gem (colour, lustre, cut, etc.) based on observations made with the naked eye and a 10x loupe. You will be asked to weigh and measure this gem as well. You will have to

clean an item of jewellery, identify and test the metal of a piece of jewellery, and to change a watch battery.

Students who successfully complete all course work and pass their final exam will be awarded an EGM Jewellery Consultant Diploma.

### **Correspondence Program**

If you live outside the Montreal area, don't have the time to attend classes at EGM or don't want to wait until there is sufficient enrolment for a course to be offered at the school, you can register immediately for our correspondence program. You will receive comprehensive course notes designed to make distance learning accessible and enjoyable. You can work at your own pace answering a series of questions at the end of each chapter. These assignments can be submitted by e-mail or regular post and your tutor will correct them and answer any questions you may have about the material.

**FOR MORE INFORMATION OR TO REGISTER**

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