

IGI extending its expertise to the retailers, helping them address issues and find effective solutions through its 'Sales Development Program'

Mumbai, July 2010: We are living in a world where access to information is just a click away. The buying decision today lies with consumers who belong to a generation, where decisions are made based on comparisons and evaluation of the quality, price and many other valuable factors of the product. A consumer who is much more aware today, walking into your store expects a shopping experience which is long lasting.

It is true that over 70% of the buying decision is influenced by the sales advisors. It is becoming more and more important for the retailers / jewelers to empower their sales team with updated and accurate information on their product so that they can feel confident when interacting with the customers. The knowledge of the sales advisors as well as their ability to advice and counterfeit the queries of the customers is the biggest differentiating factor in today's competitive environment. International Gemological Institute (IGI), the world's largest independent laboratory for testing and grading gemstones and fine jewelry, emphasize on the training of sales team of all retailers and conducts program on 'Retail Sales Development'. IGI has been proficient in providing professional courses in Gemology. Owing to their vast knowledge and experience, they have developed a wide range of innovative programs to help companies successfully address issues and find effective solutions.

IGI 'Sales Development Program' is a practical hands on training course which gives insights into the standards of diamond grading, colored stone identification & effective sales techniques. It is focused on providing Product Knowledge involving topics like diamond formation, identification of imitations and synthetics, gemstones and pearl, types of jewelry, branding and market trends and most importantly reading and understanding reports. The course also throws light on Selling skills and Management aspects, understanding customer's demand better, window display factors, communication skills and important features on taking care of the jewelry, etc.

IGI has been able to devise many customized programs for the leading players in the Gems & Jewelry Industry like Joyalukkas, Reliance Jewels, C H Jewels, Baroda, Malabar Gold Group, Calicut to name a few. The program conducted has brought an overall change in the presentation, personality and confidence of the sales advisors who can now understand the customers demand more accurately & efficiently and thereby increasing the sales.

On the occasion, Mr. Tehmasp Printer, Managing Director, IGI India said – "The knowledge of the sales advisors as well as their ability to connect with the consumers, gives an advantage to lead in today's highly competitive environment. By extending our expertise to the retailers, we hope to provide comprehensive knowledge to their sales teams, leading to an increase in productivity, sales and performance of the team as well as a good consumer base."

About IGI:

The International Gemological Institute, the world's largest independent laboratory for testing and evaluating gemstones and fine jewelry, was established in 1975 in Antwerp and is located in New York City, Los Angeles, Toronto, Hong Kong, Mumbai, the Seepz Zone, MIDC, Kolkata, New Delhi, Tel Aviv, Dubai, Bangkok, Tokyo, Thrissur, Surat and Chennai. IGI is an ISO accredited worldwide organization. For additional information, please visit - igiworldwide.com.

For more details, contact:

Ms. Kunjal Naik

Ph: 022-40352550

