

FOR IMMEDIATE RELEASE

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**Diamond Support's Exclusive New Solution Brings You a New Customer,
the Underserved Male Jewelry Buyer!**

Diamond Support's Side by Side Diamond Selling Solution is a distinct stadium display that presents all the essential buying information to a male customer, just the way he wants to see it. It is built specifically to address concerns men have when looking to purchase a fine jewelry gift.

- Men do not want to look stupid; the stadium display organizes diamond jewelry in incremental steps for immediate understanding
- Men do not want to make a mistake; the stadium display offers the classic styles essential to every diamond jewelry collection
- Men do not like hidden prices; the stadium display acts as a comparison tool that is completely transparent, just like online shopping

This stadium approach separates itself from other displays by making it easy for salespeople to learn and explain. Associates are able to effortlessly engage with male customers and walk them through their purchase decision. Giving assurance to that decision are five promises that speak directly to men's core values: Lifetime trade up, Lifetime replacement, Money back guarantee, Laser engraved, and Made in the USA.

With diamond jewelry pricing and information on the display, it is simple for your associates to close the sale. To increase sell through, Diamond Support rewards each of your salespeople with \$50 for every carat of diamond jewelry they sell from the display.

A redeveloped retail marketing kit that targets male customers, in a way never seen before in the industry, will be released at the Atlanta Jewelry Show in February.

For more information on the Side by Side Diamond Selling Solution, please email info@diamondsupport.com.

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