

**FOR IMMEDIATE RELEASE**

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### **Diamond Support Brings You Full Support for Your Sales Staff**

Ignite your salespeople and incentivize them to close more diamond sales. Diamond Support's commitment to help each of their Retail Partners grow their sales, now puts their money where their mouth is. Each of your retail sales employees receive \$50 for every one carat of diamond jewelry they sell from the Side By Side Diamond Selling Solution. Diamond Support even built and maintains an entire Retail Sales Contest website to make it easy for your salespeople to log-in their sales and earn their awards.

To go full circle, each week, every retail salesperson in the group receives an email update which clearly shows; how much product they sold in the prior week, how their specific performance stacks up against all other retail salespeople in the nation, and even sales tips and ice-breakers to help them engage with customers and increase their success rates from week to week.

"With all the Side By Side awards I've earned, I bought an exercise bike for the house. So, now thanks to you guys, my family is getting in shape. Next time, I'm buying something just for me, maybe a pocket book!" said Jill at Kohl's Diamond Gallery. Store salespeople love the Pre-Paid Award card that shows up in the mail, and storeowners are thrilled to have a happy and enthusiastic staff. "My employees would mutiny if I took the Side By Side Diamond Selling Solution out of my store," said John Buck at Egon Ehrlenspiel. Two of John's top salespeople have over \$800 in Side By Side awards already.

The Side By Side Diamond Selling Solution is the only diamond jewelry collection specifically built to attract, educate, and close the male jewelry gift buyer. The display literally speaks to men, organizing the merchandise precisely the way men want to see it when shopping for a jewelry gift. And now, the biggest fans of the jewelry collection are the salespeople selling it!

For more information on the Side by Side Diamond Selling Solution, please email [info@diamondsupport.com](mailto:info@diamondsupport.com).

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