

# KNOW YOUR DIAMOND FACTS

## The Key to Selling More Diamond Jewelry This Christmas

**It's most wanted.** Tell your customers that diamond jewelry is the most popular choice this Christmas, wanted by twice as many people as any other gift. In fact, surveys show that diamond stud earrings are what women want most.

**Women want fewer, better things.** Tell him that 80% of women prefer one wonderful gift rather than several small ones...even if it means "bundling" up occasions (Christmas plus Valentine's Day plus a birthday) to get a diamond.

**It has enduring value.** Remind men that another reason women love diamond jewelry is that it can be given to future generations. In addition, 90% of couples would rather buy something a bit more expensive that will still have value in a few years than something that is affordable but may not last.

**It's a smart purchase.** Tell him that consumers believe diamond jewelry is a safer store of value than fine art, real estate or stocks. Also explain that diamonds provide value for money. Solitaire studs worn four times a week for a year cost no more than a daily cappuccino.

**It's the ultimate symbol of love.** Explain to your diamond engagement ring customer that a significant number of couples in a relationship believe that the engagement ring should not be compromised. If economies need to be made, they will look elsewhere in the wedding budget.

**Note:** Most people are keeping their plans to buy diamonds this year. 80% of those planning to buy them for a special occasion, like Christmas or an Anniversary, said current conditions have not changed their plans nor the price they had in mind.

More information to help you sell diamonds is available at [dps.org](http://dps.org)

A DIAMOND IS FOREVER