



## **Hawaii Jewelers Association**

### **“Impact Jewelry Selling Workshop”**

Make a huge impact on increasing your Jewelry Sales!  
This workshop will be dynamic and fast paced!

### **DON'T MISS THIS OPPORTUNITY**

Hawaii's Top Jewelry Storeowners will educate you and your Sales Associates with their  
PROVEN knowledge and techniques.

Michael Han – The Wedding Ring Shop  
Bruce Bucky – Hildgund  
Allen Park - Heart to Heart Fine Jewelry  
Michael Parker – Michael's Fine Jewelry  
Thomas Wheeler – Opal Fields  
Mark Carson – Individual Design  
Marco Salem – Solitaire Bridal & Estate Jewelers  
Sandra Dougherty – Associated Gemological Services  
Dale Cripps, G.G.

Members \$25.00 \* Non Members \$45.00  
PAYMENTS MUST BE RECEIVED BY MAY 9 2014

### **LIMITED SEATING**

WHERE: Maui Divers  
1520 Liona Street, Honolulu, HI 986

**DATE: Sunday, May 18, 2014**

TIME: 1:00 p.m. – 3:30 pm

Lots of FREE parking on the Street (Sunday)  
Or for \$3.00 park at the Bank of Hawaii / King Center Building next door, enter from the King Street driveway.

When you arrive at the Maui Divers Building we will escort you in. Meet us by the Elevator.  
If no one is there, please call 629-9889 and we will come down to get you.

### **Workshop Topics**

- \*Ignite Brilliance, A case study of H.J.A.
- \*Asking for the Sale-“closers”
- \*Repair take-in and profit opportunities
- \*How to build repeat clientele
- \*Creating a safe buying environment
- \*Complaints: communication opportunities
- \*Selling with gemology
- \*How to write an effective email

# Hawaii Jewelers Association 2014 Impact Jewelry Selling Workshop

## Registration Form

<b>Business Name:</b>	
<b>Contact Name:</b>	
<b>Business Address:</b>	
<b>Phone:</b>	<b>Email:</b>
<b>Number Attending:</b>	
<b>Name:</b>	<b>Name:</b>
<b>Name:</b>	<b>Name:</b>
<b>Total Amount Enclosed:</b>	<b>Date:</b>

Make check payable to:  
*Hawaii Jewelers Association*

Mail this completed form and payment by  
May 9, 2014 to:  
*Hawaii Jewelers Association*  
*P.O. Box 513*  
*Honolulu, Hawaii 96809-0513*

Questions? Contact Sheryl Matsuoka at [sherylmatsuoka@me.com](mailto:sherylmatsuoka@me.com) or 808-629-9889