



# The GN Advantage

## Why *We* should do business *Together*

### 3rd Party Validation on all GN Diamonds

- Distinguish Yourself from On-line Competition, Big Box Stores, and Chain Stores
- Science & 3rd Party Validation from a Credible Source that touches over 85% of the World's diamonds, proving why one diamond is brighter than another
- Reduce the Cumbersome Process of a loupe and tweezers through an on-line link of the diamond under 10 power magnification
- Increase Sales and Decrease Profit Erosion



### Gemprint on all GN Diamonds

- Distinguish Yourself from On-line Competition, Big Box Stores, and Chain Stores
- Gemprint – a unique fingerprint of your unique diamond may Save your Customers up to 10% off on their annual insurance premiums
- Gemprint On All Diamond Studs 1CT & Up
- We help your store build credibility with association of billion dollar insurance companies.
- GN pays for insurance discounts as a valued partner.



### Competitive Pricing

- With all of the added features and benefits we have not raised our pricing.
- The majority of Our Diamonds are Found on The First Page Of Rapnet And Polygon



### GN Diamond Will Not Sell To James Allen Or Blue Nile

- You Will Not Compete Against Your Self on The Open Market

### A Luxurious Diamond Display Case for all Loose Diamonds and Diamond Studs

- Distinguish Yourself from On-line Competition, Big Box Stores, and Chain Stores with all loose diamonds being displayed in a Luxury Display
- Interactive QR Code on all Displays Reveal an Incredible Sales Process That Every Sales Agent Can Master
- Luxury Display for Our Diamond Studs



### Diamond Hunt - an inventory tool to create an easy, online shopping experience for your customers

- Virtual listing of all of our diamonds on your internet site with your mark-ups
- Diamond Hunt, an in-store selling tool, mimics what the consumers are seeing on internet sites with the added value of videos and 3D images of the diamonds, The Sarine score, and the certification of the diamond



### Free Training through Video and Facetime for Your Sales Associates

- Free B to C Sales Training with Sales Staff
- Free Training with Sales Staff on Sarine, Gemprint and Diamond Hunt
- Free How to Guides & Videos
- Free Shane Decker Videos
- Training Booklets to Help Even Your Weakest Sales Agent Close a Deal



### Cutting Edge Marketing to appeal to Millennials, Sophisticated Buyers, and Senior Buyers

- Free Virtual Reality
- Free Augmented Reality
- Free Shane Decker Videos
- Marketing Guides and Crystals/Props to Help Paint the Visual Picture to Your Client
- Direct Mailers to Help Reach the Most Difficult Clients
- Free Demographic Analysis to Show You How Profitable Your Market Really Is
- Turn Key Solutions For 1 Click Social Media Campaigns
- Mail Campaigns with Zip Code Restrictions to Prevent Saturation in Your Market
- Scalable Sales Process Proven to be Effective



### RADIO Ads

- Free Prewritten Radio Ads 15 Sec, 30 Sec & 45 Sec

### Industry Leader in Finished Jewelry

- The Largest Selection of Studs Under One Roof .25tw – 10 tw
- 4 Clarity Grades on Our Diamond Studs to appeal to all price points
- Luxurious Displays for our Diamond Studs
- Riviera Necklaces 5CT – 35CT
- Tennis Bracelets 1CT – 25CT



### Friendly and Incredible Service

- We Treat You Like Family, And Treat Our Business Relationship as If We Were in Your Shoes FREE SHIPPING ~ OPEN 7 DAYS A WEEK!

