

DIAMOND COUNCIL OF AMERICA INTRODUCES
øCFXCPEGF"LG Y GNT ["UCNGUø"EQWTUG"

NASHVILLE, Tenn. ø The Diamond Council of America (DCA) has expanded its offering to include a comprehensive sale

According to Kate Peterson, President and CEO, Performance Concepts, "With this new Advanced Selling Skills course, the Diamond Council has stepped in to fill a significant void in industry education. The program has been designed to present a broad range of current, relevant information for experienced store associates, in DCA's signature 'made for sales' style. Comments from our in-the-hkgnf"tgxkg ygtu"jcxg"tcpigf"htq o"-K"fkfp)"mpqy"vjcvø"vq"-000K"pgxgt"nqqmgf"cv"kv"vjcv"yc{"dghqtg0ø+

Cfxcpegf" Lgygnt{" Ucnгу" cnqpi" ykvj" vjg" FECøu" qvjgt" eqwtugu" ku" cxckncdng" cv"
www.diamondcouncil.org.

The Diamond Council of America (DCA) was founded in 1944 to educate jewelry sales professionals about diamonds and gems. The not-for-profit organization provides