

Hello Terry,

I am dropping a line to extend my gratitude and excitement at completing the course. I was extremely fortunate to have snuck in on a scholarship through Absolute brilliance. I spoke to Bud earlier and wanted to tell him how great it was.

I was not only the sole scholarship winner in Canada I was also the only person who works for Zales. I manage a Peoples Jewellers in Winnipeg Manitoba. I came to the business with zero jewelry knowledge almost 3 years ago and now have both the Diamond Course and this new course under my belt. I told Bud how amazing i felt both courses were. I loved the sales course as it put in tangible words a lot of the best practices I have been doing for years in my different industries and careers.

Jewelry as an industry has changed a lot with the advent of online shopping and the access people have to information. Many companies stick to the old guard way of thinking and selling and it doesn't work the same in today's info savvy shoppers market. I loved the break down of demographics and generational cohorts and their different focuses. I loved the info on custom sales and watches...ahhh who am I kidding I loved it all!!! I truly hope lots of companies embrace this course for both their new and tenured employees. If we don't evolve we become extinct and the only way we can hope to drive business is by truly understanding our customers wants on their level not solely on a corporate focus level. I do feel 100% this course will benefit the way I coach and the way I interact with my own customers.

Kristen was a great support for me through both of my courses and I appreciate all her help on the last one with faxing me the review sheets as i had no access to a printer.

Once again, thank you, thank you from the bottom of my heart for letting me be a part of something this great!!

Sincerely
Krista Gilman