



PLATINUM

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**PGI-USA ANNOUNCES THE NEWEST MODULE IN ITS “PLATINUM FIRST”  
ONLINE SALES TRAINING SERIES: SHE ‘PREFERS’ PLATINUM**

*PGI introduces easy mnemonic device to aid sales associates in selling more platinum*

**NEW YORK (March 15, 2010)**—Platinum Guild International USA (PGI-USA) introduces the newest addition to its highly praised online sales training program, **She ‘PREFERS’ Platinum**. This complimentary training program educates sales associates on how to increase profitability by turning their customers’ preference for platinum into platinum sales.

A study by Condé Nast Bridal Group revealed that 81% of brides prefer platinum for their engagement ring. With over 2 million weddings a year, and platinum 2.7 times more profitable than white gold (per unit), the future has never looked brighter for retailers servicing the bridal customer. However, the key to creating a customer for life is the relationship developed during the engagement ring shopping experience, which should lead to the wedding bands and future sales.

PGI’s new training program was designed to help sales associates speak the language that appeals to today’s bridal consumer. The training module uses a new sales device, the acronym PREFERS, which represents the seven top qualities of platinum that convey why platinum is the most valued metal for your bridal customers.

P–PURE - Platinum jewelry is more PURE  
R–RARE - Platinum is 30 times more RARE than gold  
E–ENDURING - Platinum is ENDURING  
F–FEELS SIGNIFICANT - Platinum FEELS SIGNIFICANT  
E–EMOTIONAL - Platinum elicits a positive EMOTIONAL response  
R–REAL WHITE - Platinum is a REAL WHITE metal  
S–SECURELY - Platinum holds diamonds most SECURELY

"Platinum Guild International's online training course was not only easy to navigate, but educational and inspiring," said Thomas Laurrie, Store Manager at Firth Jewelers. "I feel empowered with the tools and knowledge I need to educate my valued customers about platinum, all by using a simple, mnemonic device – PREFERS. The training course illustrated how platinum will sell itself based on its inherent qualities."

**'She PREFERS Platinum'** is the fastest and most convenient tool available to empower sales associates with the knowledge and skills they need to confidently and successfully sell platinum, and courses are free of charge.

**As an added incentive, upon completion of the training program, PGI will send each participant a \$10 Starbucks gift card.**

To register, visit [www.platinumlearning.com](http://www.platinumlearning.com) or [www.platinumguild.com](http://www.platinumguild.com) training center.

***About Platinum Guild:***

*Platinum Guild International is dedicated to promoting platinum and its, pure, rare and eternal qualities to the consumer and the jewelry trade. PGI has offices in each of the world's major jewelry markets, providing information, assistance and education on all aspects of platinum jewelry. For more information please visit [www.platinumguild.com](http://www.platinumguild.com)*

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