

SAMPLE TESTS: JEWELERS OF AMERICA MANAGEMENT PROFESSIONAL CERTIFICATION

First Level: Jewelers of America Certified Management Professional™ (CMP)

1) A sales professional is showing a rather expensive emerald ring. You hear the customer ask about whether or not the stone has been enhanced. The sales professional replies, "Absolutely not. All of our gemstones are natural and we wouldn't sell anything that was treated or enhanced." Your immediate response to this scenario should be:

- as long as the sale is closed, nothing is required
- wait until the customer leaves, then correct the sales associate
- correct the sales professional immediately, in front of the customer
- interrupt the sale, and explain that while you take great care to avoid selling emeralds that have been treated with fillers or resins, the FTC requires that you explain the variety of common and normal treatments that are used to enhance the beauty and durability of virtually all emeralds

2) After the customer has gone, the most appropriate way to deal with the salesperson in this scenario is:

- reprimand him in front of the group, as an example
- give him a copy of the FTC guidelines to take home and read
- restrict his access to the higher-end showcases until he can demonstrate adequate knowledge of FTC rules and store policies
- set a time to meet with him and review the FTC guidelines in detail, insuring his complete understanding and securing his commitment to honest customer communication

3) You receive into stock a plain gold wedding band at a cost of \$125. Store policy requires a 2.4X markup in that department, so the retail price you would assign that wedding band is:

- \$225
- \$250.40
- \$300
- \$375

Match the following pearl terms with their appropriate description, (a-f below)

- | | |
|--------------------------|---------------|
| 4) ___ body color | 5) ___ luster |
| 6) ___ surface condition | 7) ___ shape |
| 8) ___ nacre thickness | 9) ___ size |
- the basic color of the pearl
 - the relative depth of the pearly coat
 - the degree of deviation from round
 - the diameter (in millimeters)
 - the freedom from blemishes
 - the quality of light reflected from the surface

10) Which of the following characteristics can not be trained?

- enthusiasm
- personality
- willingness
- all of the above are trainable
- none of the above are trainable

11) Identify the most effective way to maintain personnel records using an in-store personal computer

- use a spreadsheet program
- use a database with passwords
- use a word processing program
- it is best not to keep confidential records on a computer

Second Level: Jewelers of America Certified Senior Management Professional™ (CSMP)

1. You overheard a sales professional tell a customer that you use only the finest blue-white diamonds in your engagement rings. The salesperson has violated:

- state law
- federal law
- FTC guidelines
- local government ordinances against lying

2. When defining the sales professional profile for an open sales position in your store, the most important issue to assess is:

- how to find a good match for the team
- current associates' personal scheduling needs
- current associates' strengths and weaknesses
- the amount of business you could lose while searching for a new person

3. After many efforts to get everyone on your team to use a new and effective selling tool, one of your people still refuses. Identify the best action to take.

- sit down with this associate one-on-one
- ignore the situation, it will probably solve itself
- make an exception, since she is a strong producer
- fire the associate as an example to everyone else

4. If a manager wishes to monitor the consistency among sales professionals regarding discounting, he or she should:

- be aware of the cost of the merchandise
- review any discrepancies with the associate
- review the day's business by looking at each receipt
- keep a record of all transactions violating the policy
- all of the above

Sample Test Answer Key:

First Level: 1-d, 2-d, 3-c, 4-a, 5-f, 6-e, 7-c, 8-b, 9-d, 10-c, 11-c

Second Level: 1-c, 2-c, 3-a, 4-c